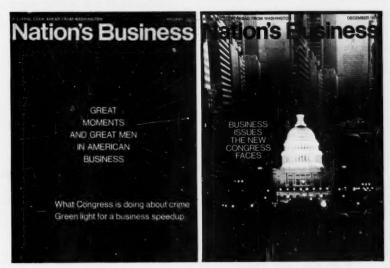
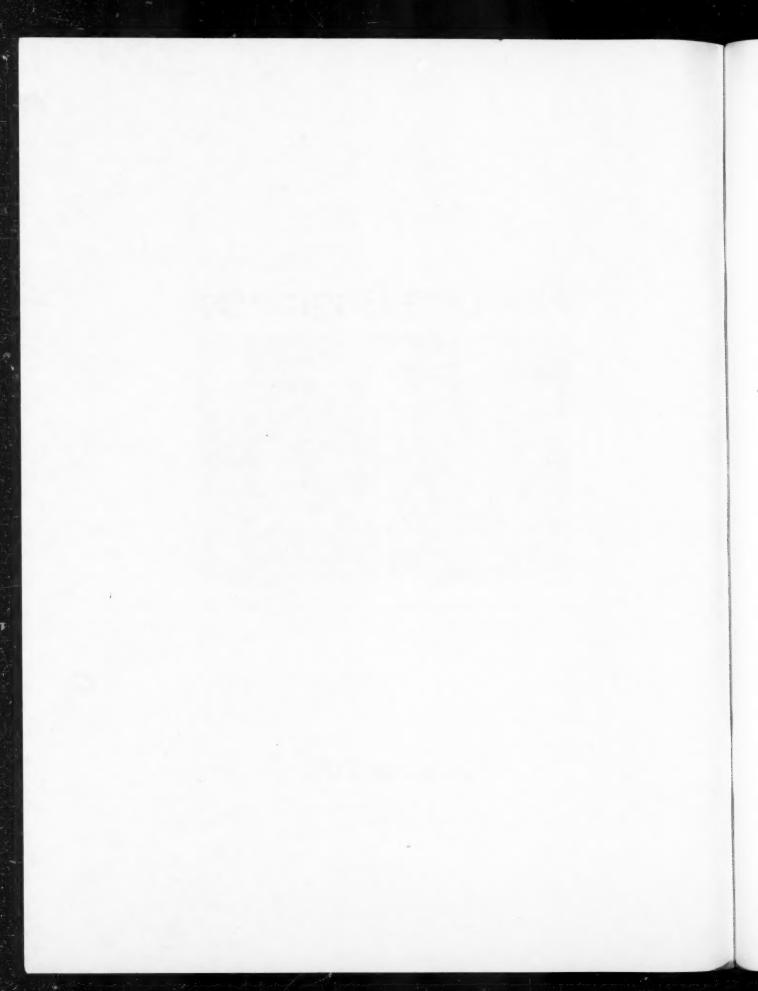
Nation's Business



A USEFUL LOOK AHEAD FROM WASHINGTON

Index for 1970





ABA

see under AMERICAN BANKERS ASSOCIATION

ACCE

see under ASSOCIATION OF CHAMBER OF COMMERCE EXECUTIVES

AFDC

see under AID TO FAMILIES WITH DEPENDENT CHILDREN

AFL-CIO

see under AMERICAN FEDERATION
OF LABOR — CONGRESS OF INDUSTRIAL
ORGANIZATIONS

AIDC

see under ARKANSAS INDUSTRIAL DEVELOPMENT COMMISSION

AIMS

see under AMERICAN INSTITUTE OF MERCHANT SHIPPING

AMA

see under AMERICAN MANAGEMENT ASSOCIATION

AMCHAMS

see under AMERICAN CHAMBERS OF COMMERCE

AMS

see under ADMINISTRATIVE MAN-AGEMENT SOCIETY

ASAE

see under AMERICAN SOCIETY OF ASSOCIATION EXECUTIVES

ATAA

see under AIR TRANSPORT ASSOCIATION OF AMERICA

AT&T

see under AMERICAN TELEPHONE & TELEGRAPH

ልትል

see under AUTOMATIC TRAIN OPERATION

ABEL, I. W.

Men in line to succeed Meany, The. My 68.

ABILITY-SEARCH CORP.

Screen tests for job seekers. S 17.

ABRAMS, DAVID N.

Dynamic growth companies: Pioneer Systems, Inc. O 36.

ACACIA MUTUAL LIFE INSURANCE CO. Worst is over, The. J1 28.

Accentuating the positive. Ap 34.

ACCOUNTING

Accounting quiz for managers.
Mr 12.
Bull market in this profession. Ag 11.

Accounting quiz for managers. Mr 12.

ACCURATE MACHINE TOOL, INC
Accentuating the positive. Ap 34.

ACREE, VERNON D. Uncle Sam's finest, S 34.

ACTIVE CORPS OF EXECUTIVES

Every cloud has a silver lining.
O 16.

Adams, Charles W.

Letting the genie out of the bottle.

Ja 64.

ADAMS, JR., EDGAR W.

Lowering the patent barriers. D 80.

ADLER, BOB

On the ball with ball point. D 72.

ADMINISTRATIVE MANAGEMENT SOCIETY

Hard going for unions. Mr 12. White collar workers: What they're paid now. Ag 40.

ADMIRAL CORP.

Profit picture brightens, The. O 30.

ADVANCE MANAGEMENT RESEARCH INTERNATIONAL, INC. Feeling the pinch. Ag 12.

ADVERTISING

Business: A look ahead. My 77. (Marketing)

Advice to a new Congressman. D 32.

ADVISORY COMMISSION ON INTER-GOVERNMENTAL RELATIONS Statehouses go modern, The. My 24.

AEROJET - GENERAL CORP.

Business: A look ahead. Je 82.
---- O 107.

Uphill road to black capitalism, The.
D 64.

AEROJET'S WATTS MANUFACTURING CO.

Uphill road to black capitalism, The.

D 64.

AEROSPACE INDUSTRIES ASSOCIATION
OF AMERICA, INC.
Business: A look ahead. Je 82. (Manufacturing)

AGRICULTURE

AID TO FAMILIES WITH DEPENDENT CHILDREN
Great welfare debate, The. Ap 56.

Aiding trade in a big way. Fe 60D.

AIR CARGO ,
Business: A look ahead. D 83.

AIR FREIGHT
Robert W. Prescott of Flying
Tiger Line. O 65.

AIR POLLUTION

Behind the smoke screen. D 84. Business: A look ahead. J1 58. (Manufacturing) Fine feelings about a refinery. Fe 15. Insulate with a cool \$50 million? D 41. AIR SAFETY

AIR TRANSPORTATION ASSOCIATION OF AMERICA

Business: A look ahead. Ap 70.

AIRLINE INDUSTRY

Business: A look ahead. Ja 111.
---- Fe 63.
---- Mr 87.
---- Ap 70.
It all began with the boll weevil.
Charles H. Dolson. Ja 66.
Tame blue yonder, The. Mr. 76.
Working Jet Set, The. S 50.

AIRPLANES

Robert W. Prescott of Flying Tiger Line. Lessons of Leadership. Part LXV. O 65.

AITCHISON, BEATRICE, DR. Uncle Sam's finest. S 34.

ALASKA

Business: A look ahead. Mr 86. (Foreign trade)

ALBERT, CARL - HOUSE MAJORITY LEADER

Business issues the new Congress faces. D 26.

ALCOHOL

Business: A look ahead. Je 82. (Natural Resources)

ALCOHOLIC BEVERAGES

Bourbon branches out across the water. S 66.

ALEXANDRIA NATIONAL BANK, Alexandria Virginia

Accentuating the positive. Ap 34.

ALLEGHENY AIRLINES

Business: A look ahead. (Transportation) Ja lll.

ALLEGHENY - LUDLUM STEEL CORP. Environment dilemma, The. N 56. Green light for a business speedup. Ja 27.

ALLEGHENY POWER SYSTEM, INC. Environment dilemma, The. N 50.

- ALLEN, DONALD V.
 Industry's hidden dividends.
 O 84.
- ALLEN, JAMES E.

 Kids our high schools forget, The.

 Je 70.
- ALLIED CHEMICAL CO.
 Environment dilemma, The.
 N 56.
- ALLIS CHALMERS MANUFACTURING CO.
 Lowering the patent barriers.
 D. 79.
- ALUMINUM CO. OF AMERICA
 Maurice Robinson of Scholastic
 Magazines, Inc. D 56.
 Protection can be dangerous.
 Stanley V. Malcuit. Fe 47.
 Where parents didn't fail. D 20.
- ALVEY FERGUSON
 Those powerful powder
 puff executives. N 83.
- AMBITION, YOUTHFUL
 Dreams that never fade, The. Jack
 Harrison Pollack. Ag 48.
- AMERICAN AIRLINES
 American has a way with young women. Ja 19.
- AMERICAN ASSOCIATION OF COLLEGIATE SCHOOLS OF BUSINESS 20 years from now. Ag 10.
- AMERICAN ASSOCIATION OF FUND-RAISING COUNSEL, INC. Executive guide to giving. Jl 10.
- AMERICAN AVITRON, INC.
 An import boosts exports. Ap 88.
- AMERICAN BAR ASSOCIATION

 Business: A look ahead. Ja 111.

 ---- J1 58.

 ---- D 82.
- AMERICAN CAN CO.

 Accentuating dhe positive. Ap 34.
 Business fights pollution and the nation profits. Fe 29.
 Green light for a business speedup.
 Ja 27.
 Industry's hidden dividends: looking like new. O 94.
 Profit picture brightens, The. O 31.
 Worst is over, The. Jl 28.

- AMERICAN CHAIN & CABLE CO.

 Green light for a business speedup.

 Ja 27.
- AMERICAN CHAMBERS OF COMMERCE Business has its own Embassies. John L. Caldwell. My 86.
- AMERICAN CHAMBER OF COMMERCE IN THAILAND, THE Like to do business in Thailand? Mr 14.
- AMERICAN CYANAMID CO.
 Business fights pollution—and the nation profits. Fe 29.
 Green light for a business speedup.
 Ja 27.
 Reaching the front rank on a "good set of wheels." Lessons of Leadership. Part LXI. (Clifford Siverd) Je 58.
- AMERICAN FEDERATION OF LABOR—
 CONGRESS OF INDUSTRIAL ORGANIZATIONS
 Men in line to succeed Meany, The.
 My 68.
- AMERICAN FOREST PRODUCTS
 Accentuating the positive. Ap 34.
- AMERICAN GAS ASSOCIATION
 Business: A look ahead. Ag 74.
 (Natural Resources)
- American has a way with young women.
 Ja 19.
- AMERICAN INDUSTRIAL DEVELOP-MENT COUNCIL, INC. Industry's hidden dividends: do's and don't's for wooing industry. O 92.
 - AMERICAN INSTITUTE OF CERTIFIED PUBLIC ACCOUNTANTS

 Bull market in this profession. Ag ll.
 - AMERICAN INSTITUTE OF MERCHANT SHIPPING Dramatic change in course for shipping, A. My 77.
 - AMERICAN INTERNATIONAL UNDER-WRITERS CORPS.

 Profit picture brightens, The.
 O 30.
 - AMERICAN IRON AND STEEL INSTITUTE Business: A look ahead. N 103. Clergyment are given down-to-earth insight. Ap 19.

AMERICAN MACHINE AND FOUNDRY CO. Accentuating the positive. Ap 34.

AMERICAN MANAGEMENT ASSOCIATION
Feeling the pinch. Ag 12.
More muscle in business' corner.
O 54.
Seven ways to turn off turnover.
O 58.

AMERICAN MANAGEMENT
PSYCHOLOGISTS, INC.
Case of the lost executive, The.
J. Martin Seidenfeld, Ph.D.
Mr 68.

AMERICAN MARKETING ASSOCIATION Tapping a lode of talent. My 42. What they buy - and why. Ap 12.

AMERICAN METAL CLIMAX, INC. Business: A look ahead. Jl 58. (Natural Resources)

AMERICAN NATIONAL STANDARDS INSTITUTE Warning: "Safety" hazards. Je 20.

AMERICAN PATRIOTISM
Square, or foursquare for his country?
D 19.

AMERICAN PETROLEUM INSTITUTE
Environment dilemma, The.
N 50.

AMERICAN REVOLUTION, 1776
When businessmen sparked a revolution.
Sterling G. Slappey. J1 52.

AMERICAN ROLLING MILL CO.

Spare hand who went beyond the dream of Leonardo da Vinci, The.
B. C. Huselton. Ja 50.

AMERICAN SALESMASTERS, LTD. J1 68.

AMERICAN SOCIETY OF ASSOCIATION
EXECUTIVES
More muscle in business' corner.
O 54.
Savings may ride on your hobby
horse. Mr 16.
AMERICAN TELEPHONE & TELEGRAPH

Green light for a business speedup. Ja 27.

Hello, operator? Give me long distance! Ap 14.

Making a business out of Mr. Bell's invention. Charles E. Wampler. Ja 48.

AMERICAN TRADE ASSOCIATION
EXECUTIVES
More muscle in business' corner.

AMERICAN WOOD COUNCIL
Business: A look ahead, S 86,
(Construction)

AMERICAN VOLUNTEER GROUP Robert W. Prescott of Flying Tiger Line. O 65.

AMERICANS FOR CONSTITUTIONAL ACTION
How they're rated in the tight races.
O 104.

AMERICANS FOR DEMOCRATIC
ACTION
How they're rated in the tight races.
O 104.

AMPEX CORP.
Accentuating the positive. Ap 34.

And now, the Paul Principle. My 14.

ANDERS, COL. WILLIAM A. Spacemen find business can be an adventure, too. Ap 80.

ANDERSON INSURANCE AGENCY, INC.
What's in a name?
D 24.

ANDERSON, R. I.
What's in a name?
D 24.

ANDREWS WIRE CORP.
Industry's hidden dividends.
O 75.

ANHALT, WILLIAM B.
What's in a name?
D 24.

ANNUAL MANAGEMENT COMPEN-SATION STUDY, SIBSON & CO. Executive pay - a time of dramatic change. N 89.

ANNUAL MEETINGS
"Emmy" for an annual meeting, An?
J1 14.

ANNUAL REPORTS

Do your firm's annual reports make points? N 73. (Regional) Fatter, fact-filled, flossier — and more costly. Ja 16.

Answering Services have many callings. S 17.

APOLLO EXECUTIVE GROUP

Moon program's business brain trust, The. Evert Clark. My 32. Roster of Service, A. My 35.

APPLIANCE MANUFACTURERS

Whirlpool tunes in the consumer.

Ja 20.

ARCATA INVESTMENT CO.

Uphill road to black capitalism, The. D 62.

ARCATA NATIONAL CORP.

Uphill road to black capitalism, The.

Are middle managers useless?
O 14.

Are you an innovator or operator? Charles A. Cerami. Je 54.

ARKANSAS INDUSTRIAL DEVELOP-

MENT COMMISSION Industry's hidden dividends. O 86.

ARKANSAS POWER & LIGHT CO.

Industry's hidden dividends.

O 85.

ARKANSAS VALLEY INDUSTRIES INC.

Industry's hidden dividends.

O 84.

ARLINGTON TRUST CO.

Banks share in fight against pollution. D 19.

Armageddon? Jl 84.

ARMCO STEEL CORP.

Campus is not all thorns for business, The Dr. James M. Lahiff. My 59.
Spare hand who went beyond the dream of Leonardo da Vince, The.
B.C. Huselton. Ja. 50.

ARMSTRONG, C.C.

Industry's hidden dividends.
O 85.

ARMSTRONG CORK CO.

Green light for a business speedup. Ja 27.

Business fights pollution - and the nation profits. Fe 29.

Theme of success, A: "Let the buyer have faith." James H. Binns. Ja 53.
What hangs in balance on budgets? A.
G. Matamoros. J1 82.
Worst is over, The, J1 28.

ARMSTRONG, NEIL A.

Uncle Sam's finest, S 34.

ARN, LAUREN A.

Organized citizens vs. organized crime. N 34.

ARNT, DAVID E.

What's in a name? D 24.

ARVIDA CORP.

Green light for a business speedup. Ja 27.

ASH, ROY L.

How the White House got its management tools. Ag 44.

ASSOCIATED BUILDERS AND CONTRACTORS Tapping a lode of talent. My 42.

ASSOCIATED CREDIT BUREAUS, INC. More muscle in business' corner. O 55.

ASSOCIATED INDUSTRIES OF

MASSACHUSETTS

Tapping a lode of talent. My 42.

ASSOCIATION OF AMERICAN RAILROADS Tapping a lode of talent. My 42.

ASSOCIATION OF CHAMBER OF

COMMERCE EXECUTIVES
More muscle in business' corner.
O 54.

ASSOCIATION OF CONSULTING MANAGEMENT ENGINEERS

How they're hiring higher-ups. S 14. Those management advice fees. Mr 12.

ASSOCIATION OF EXECUTIVE RECRUITING CONSULTANTS, INC.

How they're hiring higher-ups. S 14.

ASSOCIATION OF STOCK EXCHANGE FIRMS Tapping a lode of talent. My 42.

ASSOCIATIONS

More muscle in business' corner. O 54. Tapping a lode of talent. My 42.

ASTRONAUTS

0 14.

Spacemen find business can be an adventure, too. Ap 80.

ASTWOOD, HENRY F.
Save billions on salesmen.

At issue: A fair approach to job safety. S 47. Athletes score with youngsters. N 22.

ATLANTIC MUTUAL INSURANCE CO.
Worst is over, The. J128.

ATLANTIC COAST LINE RAILROAD
W. Thomas Rice of Seaboard Coast
Line. Lessons of Leadership.
Part LXVI. N 63.

ATLANTIC NATIONAL BANK Green light for a business speedup. Ja 27.

ATLANTIC RICHFIELD CO.
Accentuating the positive. Ap 34.

AUSTIN RESEARCH INSTITUTE, INC. Business: A look ahead. O 107.

AUTOMATIC TRAIN OPERATION
Riding high on the Lindenwold Line.
D 71.

AUTOMOBILE INDUSTRY Riding the Model T to mass production. Allan Nevins. Ja 72.

AUTOMOBILES

Business: A look ahead. D 82. Solving mysteries for female motorists. Je 14.

AVCO CORP.

Business: A look ahead. Mr 87. (Natural Resources) Making corporate marriages work. Lessons of Leadership. Part LIX. (Kendrick R. Wilson) Ap 62. AVERAGE 1970 BONUS PAYMENTS
(For 1969 Results) TABLE # 4
Executive pay - a time of dramatic change. N 93.

AVIATION INDUSTRY
Business: A look ahead, S 86.
(Transportation)



BABCOCK & WILCOX CO.

Business: A look ahead. Mr 87.
(Natural Resources)
Seeing ourselves as others see us.
My 16.

Bad medicine. Fe 88.

BAKER, SAMUEL W.

Do your firm's annual reports
make points? N 73. (Regional)

BALANCE OF PAYMENTS
Pressures on the dollar.
Edwin H. Yeo III. D 81.

BALANCE OF PAYMENTS, INTERNATIONAL International bookkeeping really counts. William F. Butler. Ag 54.

BALL POINT PENS
On the ball with the ball point.

BALTIMORE BUSINESS FORMS, INC. Worst is over, The. J1 28.

BANK OF AMERICA

Business fights pollution—and the nation profits. Fe 29.

How to buy or sell a business.

N 16a.

BANK OF COMMERCE
Green light for a business speedup.
Ja 27.

BANK OF DELAWARE

Green light for a business speedup.

Ja 27.

BANK OF NEVADA

Green light for a business speedup.

Ja 27.

BANKERS TRUST CO. OF NEW YORK Business: A look ahead. O 106.

Green light for a business speedup. Ja 27.

BANKS AND BANKING

D 14.

Banks share in fight against pollution.
D 19.
Business: A look ahead. Ap 70. (Credit and Finance)
Business: A look ahead. Jl 58.
(Credit and Finance)
Salesman runs a bank, A. Jl 77.
When it's time to pay the piper.

Banks share in fight against pollution.
D 19.

BANNER, DONALD W.

Lowering the patent barriers.
D 79.

BARGER, DONALD Industry's hidden dividends. O 83.

Barket, C. Austin
Forces behind stock market ups and downs. Je 27.

BARLOW, HAVEN J.
Higher taxes at the state level?

BARNES, DR. MELVIN
Maurice Robinson of Scholastic
Magazines, Inc. D 56.

BAROCO, J. H.
What's in a name?
D 24.

BAROCO INDUSTRIES, INC.
What's in a name?
D 24.

BARTLETT, GOV. DEWEY
Industry's hidden dividends.
O 76.

BATEMAN, R. H.
What's in a name?
D 24.

BATTALIA, LOTZ AND ASSOCIATES, INC.
Helping hand for the displaced exec.
N 12.
Who's really running the show?
Mr 16.

BATTALIA, O. WILLIAM
Helping hand for the displaced exec.
N 12.

Battle over the driver's dollar. Robert T. Gray. S 38.

BAYLEY, NED D. Uncle Sam's finest. S 34.

BEAUPRE, T. N.
Canada's businessmen shoulder
the load. N 71.

BEDFORD - STUYVESANT RESTORATION CORP.

Before casting off, chart your course. N 16a.

BEHAVIOR AND DECORUM

How to make executives behave.

Dr. Mortimer R. Feinberg and John
J. Tarrant. Ap 72.

Behind the smoke screen. D 84.

BEIRNE, JOSEPH A.

Men in line to succeed Meany, The.

My 68.

BELL TELEPHONE LABORATORIES, INC. Lowering the patent barriers. D 80.

BENDIX AEROSPACE SYSTEMS

Business: A look ahead. (Natural Resources) Ja 110.

BENSON, EDGAR
Canada's businessmen shoulder
the load. N 68.

BENSON, ROBERT B.

Lowering the patent barriers.

D 79.

BERTEL, JR., C. ALVIN
Organized citizens vs. organized crime.
N 34.

BETHLEHEM STEEL CORP.
Accentuating the positive. Ap 34.

Better insight into employees' attitudes, A. Lessons of Leadership. Part LXIV. (Birny Mason) S 61.

- BEVERAGE INDUSTRY

 Beverage salesmen are busy guys.

 My 12.
- Beverage salesmen are busy guys. My 12.
- B. F. Goodrich Co.'s centry-old standards. Je 13.
- BFS PSYCHOLOGICAL ASSOCIATES Are you an innovator or operator? Charles A. Cerami. Je 54.
- BICH, MARCEL
 On the ball with the ball point.
 D 72.
- Big market for bourbon barrels. Je ll.
- Accentuating the positive. Ap 34. Binns, James H.
- Theme of succes, A: "Let the buyer have faith." Ja 53.
- Birth of a salesman. Ag 31.
- Bisbee, Charles
 How to be a tough nice guy. Je 79.
- Bitter fruit in the vineyards. Douglas Hallett. Fe 80.
- BLACK CAPITALISM

 Uphill road to black capitalism, The.
 D 60.
- BLACK, J. CHRISTOPHER

 Banks share in fight against pollution.
 D. 19.
- BLAKELEY, JR., GERALD W. Industry's hidden dividends: looking like new. O 93.
- BLATT, SOLOMON
 Higher taxes at the state level?
 D 38.
- BLUE CHIP CO.

 Green light for a business speedup.

 Ja 27.
- Open and shut cases. Ag 16.
 Should stores sell on Sunday? J1 17.

- BOATING

 Before casting off chart your course.

 N 16a.
- BODINE, CORNELIUS

 How businessmen pitched in to save a city. D 48.
- Boeschenstein, William W.
 Athletes score with youngsters. N. 22.
- BOISE CASCADE CORP.

 Thousands play where Boise Cascade works. O 17.
- BONDS

 Banks share in fight against pollution.
 D 19.
- BONUS PAY

 Executive pay a time of dramatic change. N 89.
- BORG WARNER CORP.

 Lowering the patent barriers.
 D 79.

 Working Jet Set, The. S 50.
- BORMAN, FRANK Spacemen find business can be an adventure, too. Ap 80.
- "Boss" Kettering's decision: Build a better diesel. Richard L. Terrell. Ja 78.
- BOSTON CONSULTING GROUP Secrets of success: Japan, Inc. N 12.
- BOURBON

 Big market for bourbon barrels.

 Je ll.

 Bourbon branches out across the water. S 66.
- Bourbon branches out across the water. S 66.
- BOWEN, OTIS R.

 Higher taxes at the state level?

 D 39.
- BRANIFF INTERNATIONAL AIRLINE
 Those powerful powder puff
 executives, N 81.
- BREWING INDUSTRY

 That Milwaukee slogan stems from
 Chicago's fire, Robert A. Uihlein, Jr.
 Ja 104.
- British Judge asks, A: What good is freedom without law and order? Fe 37. (Regional)

- BRITISH PETROLEUM CO., LTD., THE Making a splash in the U.S. market. Lessons of Leadership. Part LXII. (Eric Drake) J1 63.
- Broad view accompanies an annual report.

 Je 13.
- BROADCAST MUSIC, INC.
 Profit picture brightens, The.
- BROCK, WILLIAM E., III, REPRESENTATIVE Race in one State, The. Ag 24.
- Brockett, E. D.

 Poker game where talk was the payoff, A. Ja 82.
- BROOKLYN LOCAL ECONOMIC

 DEVELOPMENT CORP.

 Uphill road to black capitalism, The.

 D 65.
- Brother, you can spare the time. Verne R. Moseman. Fe 84.
- BROWDER, WILLIAM B.
 Organized citizens vs. organized crime.
 N 32.
- BROWN & BIGELOW \$400 million down the drain. D 14.
- BROWN, DR. COURTNEY C.
 Remodeling management structures.
 N 46.
- BROWN, DR. GEORGE H.
 Why businessmen serve in Washington. Mr 36.
- BROWN, JR., EDWARD E.

 Organized citizens vs. organized crime.

 N 32.
- BROWN, HAYWARD
 Industry's hidden dividends.
 O 80.
- BROWN-FORMAN DISTILLERS CORP.
 Accentuating the positive. Ap 34.
- BRYDGES, EARL W. SENATE PRESIDENT PRO TEM Higher taxes at the state level? D 40.
- BUCKLEY, SEN. JAMES
 Business issues the new
 Congress faces. D 26.

- BUDGET, U.S.
 What hangs in balance on budgets? A.
 G. Matamoros. J1 82.
- Bueche, Dr. Arthur M.
 Into the barn and a lofty future.
 Ja 74.
- BUILDING CONSTRUCTION
 Spotlight on firms in the ups and
 downs business. N 101b. (Regional)
- BUILDING INDUSTRY
 Business: A look ahead. Je 82.
 (Construction)
- BUILDING MATERIALS

 Business: A look ahead. My 77.
 (Construction)
- Bull market in stock and bond thefts, The. Mr 28.
- Bull market in this profession. Ag ll.
 BUREAU OF INDUSTRIAL RELATIONS,
 UNIVERSITY OF MICHIGAN
 Know your company's recruiting
- BUREAU OF NATIONAL AFFAIRS, INC.
 Those executive fringe benefits. Je 11.
- BUREAU OF PUBLIC ROADS

 Battle over the driver's dollar. Robert T.

 Grav. S 38.
- BURGER, WARREN E.
 Supreme Court already has changed,
 The. Je 66.
- BURKETT, NORMAN D.
 Industry's hidden dividends.
 O 76.
- BURLINGTON INDUSTRIES
 Threading your way to the top.
 Ely R. Callaway. Ja 62.
- BURNS, HUGH M.

 Higher taxes at the state level?

 D 38.
- Burrus, Donald R. Look at the next five years, A. S 73.
- BUSH, GEORGE, REPRESENTATIVE
 '70 campaign, The: Battle for Congress.
 Ag 18.

BUSINESS

Business has its own Embassies.
John L. Caldwell. My 86.
How business can guard against violence.
Ag 69.
Par will help your business score,
A. Robert A. Lull. Ap 39.
Spacemen find business can be an
adventure, too. Ap 80.

Business: A look ahead.

--- Ja 110.
--- Fe 62.
--- Mr 86.
--- Ap 70.
--- My 82.
--- Je 82.
--- Ji 58.
--- Ag 74.
--- S 86.
--- O 106.
--- N 102.

Business and government will swap executives. Mr 44.

Business bridges a government gap. O 17.

BUSINESS - CANADA

Canada's businessmen shoulder the load. N 68.

BUSINESS DAY

Should there be a business day? D 23.

BUSINESS ECONOMY

Not shooting Santa Claus. D 12.

BUSINESS-EDUCATION DAY

Exchange of understanding, An. Mr 20.

Business fights pollution—and the nation profits. Fe 29.

BUSINESS FORECASTING

Green light for a business speedup. Ja 27.
Worst is over, The. Jl 28.

BUSINESS GIFTS

\$400 million down the drain? D 12. Not shooting Santa Claus. D 12. Now it's whiskey by wire. D 12. Business has its own Embassies. John L. Caldwell. My 86.

Business issues the new Congress faces.
D 26.

BUSINESS MACHINES INDUSTRY

Diversification in a career—and in a company. Lessons of Leadership. Part LVIII. (Walter Finke) Mr 46. Life begins at 40 — for a corporation. John O. Nicklis. Ja 100. Self-service rings up a billion dollar sale. Robert S. Oelman. Ja 92. Take-over attempt was the turning point, A. Emerson E. Mead. Ja 106.

BUSINESS MANAGEMENT

New company president: ten steps to failure, The. D 66.

BUSINESS ORGANIZATIONS

Remodeling management structures. Dr. Courtney C. Brown. N 46.

"BUSINESS STRATEGIES FOR JAPAN" Secrets of success: Japan, Inc.

Secrets of success: Japan, N 12.

BUSINESS TRIPS

Before casting off chart your course. N 16a.

BUSINESS VALUE

How to buy of sell a business. N 16a.

BUSINESSMEN

Hostility - A big expense you can avoid.
Dr. Milton Layden. S 54.
How businessmen pitched in to save a city. D 44.
Name the 10 greatest men of American business. S 52.
Name the 10 greatest men of American business. O 52.
Uphill road to black capitalism, The. D 60.
Wisconsin's corporate big brother program. S 12.
Working Jet Set, The. S 50.

Businessmen sour on college support. S 22.

BUSINESSWOMEN

Those powerful powder puff executives. N 80.
Woman's place is in the what?
N 17.

Butler, William F.
International bookkeeping really counts.
Ag 54.

BUYING HABITS

Don't sell the buyer short. Ag 34.

BYRD, SEN. HARRY
Business issues the new Congress
faces. D 26.

BYRD, JR., HARRY F.
Where's the money coming from?
O 28.

C

CAEs

see under CERTIFIED ASSOCIATION EXECUTIVES

COPE see under COMMITTI

see under COMMITTEE ON POLITICAL EDUCATION

CPA
see under CERTIFIED PUBLIC ACCOUNTA

CAB
Business: A look ahead. D 83.

CABOT, CABOT & FORBES
Industry's hidden dividends:
looking like new. O 93.

CADILLAC ASSOCIATES, INC.
Survival hints for harried executives.
Je 10.
Worst is over, The. J1 28.

Caldwell, John L.
Business has its own Embassies.
My 86.

CALIFORNIA DRYCLEANERS ASSOCIATION Tapping a lode of talent. My 42.

CALIFORNIA JOB DEVELOPMENT
CORPORATION ACT
Uphill road to black capitalism, The.
D. 62.

CALIFORNIA-PACIFIC UTILITIES CO.
Worst is over, The. J128.

Callaway, Ely R.

Threading your way to the top. Ja 62.

Campus and the campaigns. O 24.

Campus is not all thorns for business, The. Dr. James M. Lahiff. My 59.

CANADA

Will the dollar be devalued via the back door? N 98.

Canada's businessmen shoulder

CANADIAN BANKERS' ASSOCIATION Canada's businessmen shoulder the load. N 71.

CANADIAN BUSINESS
Canada's businessmen shoulder
the load. N 68.

CANADIAN CHAMBER OF COMMERCE Canada's businessmen shoulder the load. N 70.

CANADIAN INDUSTRIES, LTD.
Canada's businessmen shoulder
the load. N 70.

CANADIAN LABOUR CONGRESS

Canada's businessmen shoulder
the load. N 70.

CANADIAN MANUFACTURERS' ASSOCIATION Canada's businessmen shoulder the load. N 71.

CANAL-RANDOLPH CORP.
Accentuating the positive. Ap 34.

CANRON, LTD.
Canada's businessmen shoulder
the load. N 71.

CAPE KENNEDY
Industry's hidden dividends.
O 82.

CAPITAL NATIONAL BANK OF MIAMI Taken to the cleaners by a paperhanger? Fe 12.

CAPITAL PUNISHMENT Should the death penalty be abolished? O 23.

CAPITAL RECLAMATION CORP.

Company thrives on a bureaucratic by-product. O 18.

CARDBOARD BOX
Business: A look ahead.
O 106.

CAREER SERVICE AWARDS
Spotlight on top career workers
for the U.S. Mr 94.

CARGO

Business: A look ahead. D 83.

CARPENTER, COMDR. SCOTT Spacemen find business can be an adventure, too. Ap 80.

CARTY, ROLAND K.
Canada's businessmen shoulder
the load. N 71.

Case of the lost executive, The.
J. Martin Seidenfeld, Ph.D.
Mr 68.

Caught in a salary squeeze? Ja 16.

CENSUS

Census data: Tailored to suit you. Ag 52. Counting and the costs. Ap 26. Should we take a five-year census? Mr 23.

Census data: Tailored to suit you. Ag 52.

CENSUS OF CONSTRUCTION INDUSTRIES
Spotlight on firms in the ups and
downs business. N 101b. (Regional)

CENTRAL INDUSTRIAL PARK Industry's hidden dividends. O 82.

CENTRAL-PENN NATIONAL BANK Green light for a business speedup. Ja 27.

CENTRALIZED REFERRAL ACTIVITY
Business. A look ahead. N 102.

Cerami, Charles A.

Are you an innovator or operator?
Je 54.

New gold crisis? My 38.

Will the dollar be devalued via
the back door? N 100.

CERTIFIED ASSOCIATION EXECUTIVES

More muscle in business' corner.

O 54.

CERTIFIED PROFESSIONAL SECRETARY
Do you drive your secretary
up the wall? D 52.

CERTIFIED PUBLIC ACCOUNTANTS

Bull market in this profession. Ag 11.

CESSNA AIRCRAFT CO.

Green light for a business speedup.

Ja 27.

CHAMBER OF COMMERCE OF THE UNITED STATES

F. Ritter Shumway of Sybron Corp. Lessons of Leadership. Part LX. My 49. More muscle in business' corner. O 54. Solving your city's problems. N 16a.

Changes ahead in Washington's labor policies? S 69.

CHARITY

Company builds with a foundation, A. D 20.

CHARITY DONATIONS

Executive guide to giving. J1 10.

CHASE MANHATTAN BANK, THE International bookkeeping really counts. William F. Butler. Ag 54.

CHAVEZ, CESAR

Bitter fruit in the vineyards.

Douglas Hallett. Fe 80.

CHECKS

Taken to the cleaners by a paper-hanger? Fe 12.

CHEEK, VANCE W.
Industry's hidden dividends.
O 88.

CHEMICAL INDUSTRY

Encourage the seeker — and find
Nylon. Samuel Lenher. Ja 68.

CHENNAULT, GEN. CLAIRE
Robert W. Prescott of Flying Tiger
Line. Lessons of Leadership.
Part LXV. O 65.

CHENNAULT, MRS. ANNA
Robert W. Prescott of Flying Tiger
Line, Lessons of Leadership.
Part LXV. O 68.

CHICAGO ASSOCIATION OF COMMERCE AND INDUSTRY Organized citizens vs. organized crime. N 32.

CHICAGO, BURLINGTON & QUINCY RAILROAD CO. Accentuating the positive. Ap 34.

- CHICAGO CRIME COMMISSION

 Organized citizens vs. organized crime,
 N 33,
- CHIEF EXECUTIVE COMPENSATION
 IN THREE NONMANUFACTURING
 INDUSTRIES TABLE # 3
 Executive pay a time of dramatic
 change. N 93.
- CHIEF EXECUTIVE OFFICER
 Who's really running the show?
 Mr 16.
- CHIEF EXECUTIVES

 Making of a company president. The N 78.

 Those powerful powder puff executives. N 80.
- CHIQUITA BANANA
 Birth of a salesman. Ag 31.
 CHUBB AND SON, INC.
 Green light for a business speedup.
 Ja 27.
- CHUSID, FREDERICK, & CO.
 Case of the lost executive, The.
 J. Martin Seidenfeld, Ph.D.
 Mr 68.
- CINCINNATI ECONOMY DRUG CO.
 Worst is over, The. J1 28.
- CITIES

 Business issues the new

 Congress faces. D 31.
- CITIES SERVICE OIL CO.

 Solving mysteries for female motorists.

 Je 14.
- CITIZENS CONFERENCE ON STATE LEGISLATURES Statehouses go modern, The. My 24.
- CITIZENS TASK FORCE Statehouses go modern, The. My 24.
- CITY DEVELOPMENT

 How businessmen pitched in to save a city. D 44.
- CITY MACHINE TOOL AND DIE CO.
 Worst is over, The. J128.
- CIVIC ACTION
 Solving your city's problems.
 N 16a.

- CLAPP, GEORGE

 Maurice Robinson of Scholastic

 Magazines, Inc. D 56.
- CLARK, ALICE

 More muscle in business' corner.

 O 55.
- CLARK EQUIPMENT CO.

 In quest of quality products and people. Lessons of Leadership.
 Part LVI. (George Spatta) Ja 35.
- Clark, Evert
 Moon program's business brain trust,
 The. My 32.
- CLARK, GEORGE R.

 Lowering the patent barriers.
 D 80.
- CLARK, RAMSEY
 Should the death penalty
 be abolished? O 23.
- CLAYTON, ANDERSON, & CO.
 Accentuating the positive. Ap 34.
- Clearing the air. My 92.
- CLERGY ECONOMIC EDUCATION FOUNDATION Clergymen are given down-toearth insight. Ap 19.
- CLERGYMEN
 Clergyment are given down-toearth insight. Ap 19.
- Clergymen are given down-to-earth insight. Ap 19.
- CLOUD SEEDING
 Efforts to change the weather involve more than small potatoes. S 80.
- COCA-COLA CO., THE
 Letting the genie out of the bottle.
 Charles W. Adams. Ja 64.
- COLE, E. N.

 Environment dilemma, The.

 N 56.
- COLLEGE ADMISSIONS ASSISTANCE CENTER If dear old Siwash turns him down. Mr 12.
- College costs still climb. Je 10.

COLLEGE RECRUITING

If dear old Siwash turns him down. Mr 12. Know your company's recruiting program? Ja 16. Price tag is bigger, The. Fe 11.

COLLEGES AND UNIVERSITIES

Businessmen sour on college support. S 22. Campus is not all thorns for business, The. Dr. James M. Lahiff. My 59. College costs still climb. Je 10. Educator's view, An: Six crucial changes colleges need. Paul H. Davis. My 60. How students see you now. Walter Wingo. My 54. If dear old Siwash turns him down. Mr 12. Should businessmen support colleges? Ag 15. Should students get time off to campaign? S 21. Track record for M.B.A.'s. Ap 16.

COLLIER, DONALD W., DR. Working Jet Set, The. S 50.

COLUMBIA UNIVERSITY'S TEACHERS
COLLEGE
Maurice Robinson of Scholastic
Magazines, Inc. D 54.

COLWELL CO., THE
Worst is over, The. Jl 28.

COMMISSION ON FUELS AND ENERGY Environment dilemma, The. N 55.

COMMISSION ON GOVERNMENT PRO-CUREMENT

New tool for cutting Government costs. Rep. Chet Holifield. Fe 58.

COMMITTEE ON GOVERNMENT EFFICIENCY Statehouses go modern, The. My 24.

COMMITTEE ON POLITICAL EDUCATION
How they're rated in the tight races.
O 104.

COMMON MARKET
Business: A look ahead. My 77.
(Foreign Trade)

COMMUNISM

Voice that pierces the Iron Curtain, A. Ag 70.

COMMUNITY DEVELOPMENT

How businessmen pitched in to save a city. D 44.

COMMUNITY PROBLEMS
Solving your city's problems.
N 16a.

Company builds with a foundation, A. D 20.

COMPANY CARS
It's a four-wheeled fringe benefit.
Mr 16.

COMPANY COSTS

How to save \$1-instead of two bits.

My 12.

COMPANY EVALUATION

What is your company really worth?

D 77.

COMPANY NAME CHANGES
Whatever became of Ag 12.

Company officers in stiped pants?
Ap 20.

Company thrives on a bureaucratic by-product. O 18.

COMPATABILITY IN BUSINESS

Hostility - A big expense you can avoid,
Dr. Milton Layden, S 54.

COMPUTER & BUSINESS MANAGEMENT INC. Business bridges a government

COMPUTER COMMUNICATIONS, INC.

Dynamic growth companies. Je 44.

COMPUTERS

0 92.

Dynamic growth companies. Je 44. Keeping in touch with your electronic brain. My 16. Meet the electronic talent scout. N 74. Savings for you and the Government. Ja 20.

CONABLE, JR., REP. BARBER B.
Advice to a new Congressman.
D 32.
Memo from the Editor. D 7.

CONBOY, BERNARD M.
Industry's hidden dividends: do's
and don't's for wooing industry.

CONGLOMERATES

Business: A look ahead. (Foreign Trade) Ja 111.

CONGRESS

Advice to a new Congressman.
D 32.
Business issues the new
Congress faces. D 26.

CONGRESSIONAL ELECTIONS

'70 campaign, The: Battle for Congress. Ag 18.

CONNECTICUT NATURAL GAS CORP. Accentuating the positive. Ap 34.

CÓNOCO

Continental oil's symbol success. N 21.

CONSERVATION, WATER

Business: A look ahead, S 86, (Natural Resources)

"CONSERVATIVE"

What's in a name? D 24.

CONSOLIDATED EDISON CO.

Environment dilemma, The. N 50.

CONSOLIDATED ENGRAVERS CO.

Irish eyes are smiling at American business. Je 28.

CONSOLIDATED PAPERS, INC.

Green light for a business speedup.

Ja 27.

CONSOLIDATION COAL CO.

Returning beauty to the land. Ja 19.

CONSTRUCTION

---- O 107.
---- N 102.
---- D 83.
Jim Walter Corp. S 76.
Spotlight on firms in the ups and downs business. N 101b. (Regional)

CONSTRUCTION INDUSTRY

Business: A look ahead. S 86. (Construction)

CONSTRUCTION - INSTITUTIONAL

Business: A look ahead. Ap 70. (Construction)

CONSULTANTS - FEES

Those management advice fees. Mr 12.

CONSUMER CREDIT

Business: A look ahead. D 82.

"CONSUMER CREDIT IN THE SEVENTIES" Business: A look ahead. D 82.

CONSUMER CREDIT PROTECTION ACT OF 1968

Business: A look ahead. D 82.

CONSUMERISM

Business issues the new Congress faces. D 31.

CONSUMERS AND CONSUMERISM

Business: A look ahead. (Marketing) Fe 62.
Business: A look ahead. Mr 87.
(Marketing)
Don't sell the buyer short. Ag 34.
Take in a new partner—the consumer.
William G. Kaye. Fe 54.
Virginia Knauer: What she tells the
President about consumers. Robert T.
Gray. J1 34.
What they buy—and why. Ap 12.
Whirlpool tunes in the consumer.
Ja 20.

CONTAINER CORP. OF AMERICA

Business fights pollution—and the nation profits. Fe 29.
Green light for a business speedup.
Ja 27.
Worst is over, The. J1 28.

CONTAINER INDUSTRY

Business: A look ahead. J1 58. (Transportation)

CONTINENTAL CAN CO.

Just the ticket for a training film. My 18.

CONTINENTAL CASUALTY CO.

Savings may ride on your hobby horse. Mr 16.

CONTINENTAL OIL CO.

Continental Oil's symbol success.

N 21.
Environment dilemma, The.
N 57.

Continental Oil's symbol success. N 21.

CONTRACTING PLASTERERS' ASSOCIATION Tapping a lode of talent. My 42.

CONTRIBUTIONS OF ELDERS

Where parents didn't fail. D 20.

CONTROL DATA CORP.

Lowering the patent barriers.

Cook, C. W.

Decision that built managers, The.

Ja 76.

COOKE, JOHN WARREN

Higher taxes at the state level?

D 39.

COPPER INDUSTRY
Business: A look ahead. J1 58.
(Natural Resources)

CORN CROP
Business: A look ahead. D 82.

Corporate Ambassadors to Washington.
Robert W. Miller and Jimmy D. Johnson.
Jl 44.

Corporate aviary, The. Fe 32.

CORPORATE DIVERSIFICATION
Making corporate marriages work.
Lessons of Leadership. Part LIX.
(Kendrick R. Wilson) Ap 62.

Corporate giant stresses individuals, A. S 18.

CORPORATE LIQUIDITY

Does your firm face a liquidity
crisis? D 59.

CORPORATE MARRIAGES

Making corporate marriages work.

Lessons of Leadership. Part LIX.

(Kendrick R. Wilson) Ap 62.

CORPORATE SEMINARS, INC. Feeling the pinch. Ag 12.

Cost of poor penmanship, The. Jl 11.

Costello, John
Charting charity. Jl 10.
Cost of consulting, The. Mr 12.
Executive trends. N 12.
Like riding a sub. S 12.
Most wanted managers. Ja 15.
New Gay Nineties, The. Ag 10.
PR trial marriage? Ap 12.
Those expendable jobs. Je 10.
What sales calls cost. My 12.

Cost of consulting, The. John Costello. Mr 12.

COUNCIL FOR LATIN AMERICA, INC. Business: A look ahead. (Foreign Trade) Fe 62.

COUNCIL FOR THE ADVANCEMENT OF SMALL COLLEGES, THE If dear old Siwash turns him down, Mr 12.

COUNCIL OF STATE GOVERNMENTS, THE Statehouses go modern, The. My 24.

Counting and the costs. Ap 26.
Cox, Charles K.
Fighting for bold ideas. Ja 86.

CRAWFORD, W. DONHAM

Environment dilemma, The.

N 57.

CREDIT

Business: A look ahead. D 82. How that credit law works. J1 ll.

CREDIT AND FINANCE
Business: A look ahead.
----Mr 86.
----O 106.
----N 103.

----D 82.

Goodbye credit—hello, SAVE. My 13.

CREDIT CARDS

Business: A look ahead.

---- Fe 63.

---- O 106.

CRIME AND CRIMINALS

Bull market in stock and bond
thefts, The. Mr 28.
Business: A look ahead. (Credit and
Finance) Fe 63.
Business issues the new
Congress faces. D 31.
Crime fight progress: A police-GE
product. Ap 19.
Organized citizens vs. organized crime.
N 31.
Softening crime's impact. Ja 24.
Tide is turning against crime, The.
Je 32.
What Congress is doing about crime.

Ja 42. You can stall car and truck thieves. J1 (Regional).

- CRIME COMMISSION OF GREATER MIAMI Organized citizens vs. organized crime. N 32.
- CRIME CONTROL
 Crime fight progress: A police-GE
 product. Ap 19.
- Crime fight progress: A police-GE product. Ap 19.
- CRIME VICTIMS
 Softening crime's impact. Ja 24.
- CRIMINAL REHABILITATION
 Producing cars—and good citizens.
 Fe 16.
- CROCKETT, HUDLEY
 Race in one State, The. Ag 24.

 Cross, Bert S.
 Key to success: A scrub pail. Ja 90.
- CROWN COTTON MILLS
 Industry's hidden dividends.
 O 79.
- CULP, DR. D.P.
 Industry's hidden dividends.
 O 86.
- CURRENCY
 Insulate with a cool \$50 million?
 D 41.
 Pressures on the dollar.
 Edwin H. Yeo III. D 81.
 Will the dollar be devalued
 via the back door? N 98.
- CURRENCY, INTERNATIONAL
 New gold crisis? Charles A. Cerami.
 My 38.
- CYCLAMATES
 Business: A look ahead. Mr 86.
 (Agriculture)

D

DISC

- see under DOMESTIC INTERNATIONAL SALES CORPORAT
- DALLAS NEGRO CHAMBER OF COMMERCE Uphill road to black capitalism, The.
- DALTON JUNIOR COLLEGE Industry's hidden dividends. O 79.

- DALTON, GEORGIA Industry's hidden dividends. O 76.
- DARTMOUTH COLLEGE
 Price tag is bigger, The. Fe ll.
- DARTNELL CORP.

 Not shooting Santa Claus.
 D 12.
 Saying "Dear Sir" now costs
 \$3.05. Fe 12.
- DATA PRODUCTS SYSTEMS DIVISION Keeping in touch with your electronic brain. My 16.
- DAVIDSON, TIPPEN
 Industry's hidden dividends.
 O 82.
- DAVIES, GORDON K.

 Meet the electronic talent scout.

 N 75.
- DAVIS, JR., KENNETH N.
 Why businessmen serve in Washington. Mr 36.
- Davis, Paul H.
 Educator's view, An: Six crucial changes colleges need. My 60.
- Day to remember, A. Ap 92.
- DAYLIGHT SAVING TIME
 Never resetting the clock. J1 18.
 Year-round daylight saving time?
- DAYTON, BRUCE B.

 Company builds with a foundation, A.
- DAYTON HUDSON CORP.
 Company builds with a foundation, A.
 D 20.
- DAYTON HUDSON FOUNDATION

 Company builds with a foundation, A.

 D 20.
- DAYTONA BEACH BOARD OF REALTORS Industry's hidden dividends.
- DAYTONA BEACH, FLORIDA Industry's hidden dividends. O 80.
- DAYTONA NEWS-JOURNAL Industry's hidden dividends. O 82.

DEATH PENALTY

Matter of life or death, A. N 28. Should the death penalty be abolished? O 23.

"DEBT SERVICE SCHEDULES" Non-best seller from Boston, A.

DECIMAL SYSTEM

Should we switch to meters and kilograms? My 21. Take me to your liter. Je 18.

Decision that built managers, The. C. W. Cook. Ja 76.

DEERE & CO.

Worst is over, The. J128.

DEFENSE BUDGET

"Peace dividend" from the Pentagon.

DEFENSE ELECTRONIC SUPPLY CENTER, DAYTON, OHIO

Business: A look ahead. N 102. DEFENSE SPENDING

Business issues the new Congress faces. D 27.

DEFICITS

Pressures on the dollar. Edwin H. Yeo III. D 81.

Defusing the environment issue. S 72A.

DELAWARE RIVER PORT AUTHORITY

Riding high on the Lindenwold Line. D 71.

DELTA AIR LINES

It all began with the boll weevil. Charles H. Dolson. Ja 66.

DEMOCRATIC PARTY

'70 campaign, The: Battle for Congress. Ag 18. What's in a name?

D 24. DEMOLITION

Spotlight on firms in the ups and downs business. N 101b. (Regional)

DENNING, LORD

British Judge asks, A: What good is freedom without law and order? Fe 37. (Regional)

DEPRESSIONS

Can we have a bust? Ira T. Ellis. Mr 84.

DETROIT EDISON CO.

Business fights pollution-and the nation profits. Fe 29. Worst is over, The. J128.

DEUTSCH, SHEA & EVANS, INC. What an engineer will cost you.

Ja 16. DEVALUATION

Will the dollar be devalued via the back door? N 98.

DEVELOPMENT SERVICES CORP.

Uphill road to black capitalism, The. D 65.

DeYoung, Russell

How millions were tied to the "Cord of the future." Ja 80.

DICTAPHONE CORP.

Diversification in a career - and in a company. Lessons of Leadership. Part LVIII. (Walter Finke) Mr 46.

DIEBOLD GROUP

Hard to get - and harder to keep. J1 10.

DI GIORGIO CORP.

Uphill road to black capitalism, The. D 62.

DIPLOMACY

Company officers in stiped pants? Ap 20.

DISABILITY RATES

Business: A look ahead. 0 106.

DISCOVER AMERICA TRAVEL ORGAN-

IZATIONS, INC.

Hey, world! Look us over! Ag. 42.

DISPLACED EXECUTIVES

Helping hand for the displaced exec. N 12.

Diversification in a career - and in a

company. Lessons of Leadership. Part LVIII. (Walter Finke) Mr 46.

Do you drive your secretary up the wall? D 50.

Do you need a new right hand? Auren Uris. J1 72.

Do your firm's annual reports make points? N 73, (Regional) Do's and don't's for wooing industry.
Industry's hidden dividends.
O 92.

Does your firm face a liquidity crisis?
D 59.

Dolson, Charles H.

It all began with the boll weevil.

Ja 66.

DOMESTIC COUNCIL

How the White House got its management tools. Ag 44.

DOMESTIC INTERNATIONAL SALES
CORPORATION
Shot in the arm for our exports.
O 99.

DOMTAR, LTD.
Canada's businessmen
shoulder the load. N 71.

Don't sell the buyer short. Ag 34.

DOW CHEMICAL CO.
Industry's hidden dividends.
O 85.

DOWELL, M. WILSON
Industry's hidden dividends.
O 85.

DRAFT

Business issues the new

Congress faces. D 31.

DRAKE, ERIC

Making a splash in the U.S. market.

Lessons of Leadership. Part LXII. J1 63

Dramatic change in course for shipping, A. My 77.

Dreams that never fade, The. Jack Harrison Pollack. Ag 48.

DRESS STYLES

Midi, mini and pants suits.
D 14.

DRIVING SAFETY

How to drive in winter and stay alive.
N 17.

Drug abuse is your headache, too. N 38.

DRUGS

Drug abuse is your headache, too. N 38. When pills are bad medicine. My 17. DU PONT, E. I., DE NEMOURS & CO.
Business: A look ahead.
O 107.
Can we have a bust? Ira T. Ellis.
Mr 84.
Du Pont formula: Hear out the young.
Mr 19.
Encourage the seeker — and find
Nylon. Samuel Lenher. Ja 68.

Du Pont formula: Hear out the young.

DURKEE - MOWER, INC., LYNN, MASS.

Profit picture brightens, The.

O 34.

Dynamic growth companies. Je 44.

DYNAMIC GROWTH COMPANIES

American Avitron, Inc. Ap 88,
American Salesmasters, Ltd. J1 68,
J.F.P. Enterprises. Mr. 64,
Jim Walter Corp. S 76,
Koch Industries, Inc. Fe 48,
Pioneer Systems, Inc. O 36,
Waterman - Bic Pen Corp. D 72,

E

EDP see under ELECTRONIC DATA PROCESSING

ESI see under EMPLOYMENT SYSTEMS, INC.

EVR see under ELECTRONIC VIDEO RECORDIN

EAGLE PENCIL DIVISION, BEROL CORP. Worst is over, The. J128.

"EARTH BONDS"

Banks share in fight against pollution.
D 19.

Easing toil on the soil. Ag 14.

EAST TENNESSEE STATE UNIV.

Industry's hidden dividends.

O 86.

EASTMAN DILLON, UNION SECURITIES & CO.

Jolts on the price elevator. Herbert
A. Lewis. My 60.

Eastman employees focus on investments. N 22.

EASTMAN KODAK CO.

Eastman employees focus on investment. N 22.

"Emmy" for an annual meeting, An?

"You press the button and we do the rest." Frederic S. Welsh. Ja 70.

ECONOMIC DEVELOPMENT CORP. Industry's hidden dividends: looking like new. O 94.

ECONOMIC FORECASTING

Look at the next five years, A. Donald R. Burrus. S 73.

ECONOMIC GROWTH

Secrets of success: Japan, Inc. N 12.

ECONOMIC TRENDS

Look at the next five years, A. Donald R. Burrus. S 73.

ECONOMY

Not shooting Santa Claus. D 12.

EDISON ELECTRIC INSTITUTE

Environment dilemma, The. N 57.

EDITORIAL

Armageddon? J1 84.
Bad medicine. Fe 88.
Behind the smoke screen.
D 84.
Clearing the air. My 92.
Day to remember, A. Ap 92.
It's his job.
O 108.
Of men and angels. N 104.
One step too many. Mr 96.
Right and wrong, S 88.
Snake oil. Ja 114.
Something for nothing? Je 84.
Wise way, The. Ag 76.

EDUCATION

Athletes score with youngsters. N 22. Business: A look ahead. N 103. Kids our high schools forget, The. Je 70.

EDUCATIONAL FACILITIES LABORATORIES, INC.

Business: A look ahead. Ap 70. (Construction)

EDUCATIONAL PUBLISHING FIELD Maurice Robinson of Scholastic Magazines, Inc. D 54.

Educator's view, An: Six crucial changes colleges need. Paul H. Davis. My 60.

EDWARD N. HAY AND ASSOCIATES "Work the pants off him." O 15.

Efforts to change the weather involve more than small potatoes. S 80.

EG&G, INC.

Uphill road to black capitalism, The. D 60.

E. I. CO., LTD.

Irish eyes are smiling at American business. Je 28.

ELECTION CAMPAIGNS

Campus and the campaigns, The. O 24.

ELECTIONS

Campus and the campaidns, The.
O 24.
Day to remember, A. Ap 92.
How they're rated in the tight races.
O 104.
Memo from the Editor.
O 7.
You don't have to be at the polls to vote.
O 50.

ELECTRIC CO., ATLANTIC CITY, N.J. Business fights pollution—and the nation profits. Fe 29.

ELECTRIC POWER Defusing the environment issue. S 72A.

ELECTROID CO.
Working Jet Set, The. S 50.

ELECTRONIC DATA PROCESSING Hard to get—and harder to keep. J1 10.

ELECTRONIC INDUSTRIES ASSOCIATION
Business: A look ahead. Je 82.
(Foreign Trade)

ELECTRIC POWER PRODUCTION

Business issues the new Congress faces. D 31.

ELECTRONIC VIDEO RECORDING Business: A look ahead. J1 58. (Marketing)

Ellis, Ira T.

Can we have a bust? Mr 84.

EMERSON, PAUL C.
Higher taxes at the state level?
D 40.

EMERY AIR FREIGHT CORP.

Profit picture brightens, The.

O 30.

"Emmy" for an annual meeting, An?
Jl 14.

EMPIRE STATE CHAMBER OF COMMERCE
Higher taxes at the state level?
D 40.

EMPLOYEE DRESS STYLES

Midi, mini and pants suits.

D 14.

EMPLOYEE PROBLEMS

Drug abuse is your headache, too.

N 38.

EMPLOYEE TURNOVER
Losing lots of employees? D 16.

EMPLOYEES

What foremen want in their Yule socks.
D 14.

Employees' extra benefits soar. S 84.

EMPLOYMENT
Helping hand for the displaced exec.
N 12.
Meet the electronic talent scout.
N 74.

Woman's place is in the what? N 17.

EMPLOYMENT REFERRAL
Business: A look ahead. N 102.

EMPLOYMENT SYSTEMS, INC.

Meet the electronic talent scout.

N 74.

Encourage the seeker — and find Nylon.
Samuel Lenher. Ja 68.

ENERGY
Environment dilemma, The.
N 50.

ENGINEERS

What an engineer will cost you.

ENTERPRISE PUBLICATIONS

Meet Harry the hoarder. Je 11.

ENVIRONMENT

Banks share in fight against pollution. D 19.
Business: A look ahead. D 83.
Insulate with a cool \$50 million?
D 41.
Thousands play where Boise
Cascade works. O 17.

ENVIRONMENT CONTROL Our environment crisis. Gov. Ronald Reagan. Fe 25.

Environment dilemma, The. N 50.

ENVIRONMENTAL CONTROLS

Behind the smoke screens. D 84.

ENVIRONMENTAL QUALITY STUDY COUNCIL
Our environment crisis. Gov.

Our environment crisis. Gov. Ronald Reagan. Fe 25.

ENVIRONMENTAL SCIENCE SERVICES
ADMINISTRATION
Efforts to change the weather involve more than small potatoes. S 80.

EQUITABLE LIFE ASSURANCE SOCIETY OF NEW YORK Accentuating the positive. Ap 34.

EQUITABLE LIFE ASSURANCE SOCIETY OF THE U.S. Worst is over, The. J128.

ESSO RESEARCH & ENGINEERING CO. Business: A look ahead. Mr 87. (Natural Resources)

EUROPE

Business: A look ahead,
O 107.
Industry's hidden dividends:
new towns and industrial parks
change Europe. O 97.
Pressures on the dollar.
Edwin H. Yeo III. D 81.

EUROPEAN COMMON MARKET Business: A look ahead, S 86, (Foreign Trade)

EVALUATION

What is your company really worth? D 77.

EVANS, CATHERINE

Industry's hidden dividends.
O 77.

EVANS, JANE

Those powerful powder puff executives. N 80.

EVELYN WOOD READING DYNAMICS Time consuming and costly.

O 15. Every cloud has a silver lining.

EXCELLO LOKALARM

0 16.

You can stall car and truck thieves.
J1 (Regional).

Exchange of understanding, An. Mr 20.

EXECUTIVE COMPENSATION PAY Executive pay - a time of dramatic change. N 89.

Executive guide to giving. J1 10.

EXECUTIVE PAY

Caught in a salary squeeze? Ja 16.

Executive pay - a time of dramatic change. N 89.

EXECUTIVE PLACEMENT BUREAU
Helping hand for the displaced exec.

EXECUTIVE PRESIDENT

New company president: ten steps to failure, The. D 66.

EXECUTIVE RECRUITMENT
Upper bracket job forecast:
Sunny. Ja 15.

EXECUTIVE SALARIES

Executive pay - a time of dramatic change. N 89.

EXECUTIVE SECRETARIES

Do you drive your secretary up the wall?

"EXECUTIVE STRESS," Dr. Harry Levinson How to get along with the boss. Ap 12.

EXECUTIVE TRANSITION PROGRAM

Helping hand for the displaced exec.

N 12.

EXECUTIVE TRENDS

Best buys in salesmen. John Costello. O 14. Charting charity. John Costello. J1 10. Cost of consulting, The. John Costello. Mr 12. Economy takes a holiday. John Costello. D 12. Europe on a shoestring. John Costello. Fe ll. If the ax must fall. John Costello. N 12. Like riding a sub. John Costello. S 12. Most wanted managers. John Costello. Ja 15. New Gay Nineties, The. John Costello. Ag 10. PR trial marriage? John Costello. Ap 12. Those expendable jobs. John Costello. Je 10. What sales calls cost. John Costello. My 12.

EXECUTIVES

Accounting quiz for managers. And now, the Paul Principle. My 14. Are middle managers useless? 0 14. Are you an innovator or operator? Charles A. Cerami. Je 54. Business and government will swap executives. Mr 44. Case of the lost executive, The. J. Martin Seidenfeld, Ph.D. Mr 68. Company officers in stiped pants? Ap 20. Corporate Ambassadors to Washington. Robert W. Miller and Jimmy D. Johnson. J1 44. Corporate aviary, The. Fe 32. Corporate giant stresses individuals, A. S 18. Do you need a new right hand? Auren Uris. J1 72. Executive guide to giving. J1 10. Hard to get-and harder to keep. J1 10. Hostility - A big expense you can avoid. Dr. Milton Layden. S 54. How do you rate as a manager? Ag 10. How they're hiring higher-ups. S 14. How to be a tough nice guy. Charles Bisbee. Je 79. How to get along with the boss. Ap 12.

How to make executives behave. Dr. Mortimer R. Feinberg and John J. Tarrant. Ap 72. If he's hard to get along with, hire him. Dr. E. G. Shuster. Ag 66. Major in English-or engineering? Ag 10. Par will help your business score, A. Robert A. Lull. Ap 39. Program yourself like a computer. Dr. James D. Weinland. My 31. Survival hints for harried executives. Je 10. Those executive fringe benefits. Je ll. Track record for M.B.A.'s Ap 16. U. S. executives vs. Asians and Europeans. My 14. Upper bracket job forecast: Sunny. Ja 15. Who's really running the show? Mr 16. Why executives flame out. Je 50. Your business is her business. Auren Uris. My 72.

EXECUTIVE'S ASSISTANT

Do you need a new right hand? Auren
Uris. J1 72.

EXECUTIVES' WIVES
Your business is her business.
Auren Uris. My 72.

EXIMBANK
see under EXPORT-IMPORT BANK OF THUNITED STATES

EXPORT

Business: A look ahead.

O 107.

Shot in the arm for our exports.

O 99

EXPORT-IMPORT BANK OF THE UNITED STATES
Salesman runs a bank, A. J1 77.

EXPORTING AND IMPORTING Up, up and away. S 14.

F

FAIR

see Federal Assistance Information Reporting.

see under U.S. FEDERAL BUREAU
OF INVESTIGATION

FTC
see under U.S. FEDERAL TRADE
COMMISSION

F. Ritter Shumway of Sybron Corp. Lessons of Leadership. Part LX. (F. Ritter Shumway) My 49.

Facing a big-name legal eagle. My 15.

FALSTAFF BREWING CORP.
Profit picture brightens, The.
O 31.

FARLEY, EDWARD J.

How businessmen pitched in to save a city. D 45.

FARMS AND FARMING
Business: A look ahead. Je 82.
(Agriculture)
Easing toil on the soil. Ag 14.

FARRELL LINES, INC.
Profit picture brightens, The.
O 30.
Fatter fact filled floraier and re-

Fatter, fact-filled, flossier — and more costly. Ja 16.

FEATHERLITE CORP.

Profit picture brightens, The.

O 31.

FEDERAL ASSISTANCE INFORMATION REPORTING Business bridges a government gap. O 17.

FEDERAL ASSISTANCE PROGRAMS

Business bridges a government gap.

O 17.

Feeling the pinch. Ag 12.

Feinberg, Dr. Mortimer R., Tarrant, John J. How to make executives behave. Ap 72.

FEMALE EMPLOYMENT
Woman's place is in the what?
N 17.

FEMALE EXECUTIVES

Those powerful powder
puff executives. N 80.

FEWSTER, J. DONALD

Eastman employees focus on investments. N 22.

FIBRE BOX ASSOCIATION
Business: A look ahead.
O 106.

- FIDELITY BANK, THE
 Green light for a business speedup.
 Ja 27.
- FIDELITY BANK, PHILADELPHIA, PA. Business fights pollution—and the nation profits. Fe 29.
- FIDELITY UNION TRUST CO.

 How businessmen pitched in to save a city. D 45.
- Fighting for bold ideas. Charles K. Cox. Ja 86.
- FILTERING
 Business: A look ahead. N 103.
- FINANCIAL EXECUTIVES

 Major in English—or engineering?

 Ag 10.
- FINANCIAL EXECUTIVES INSTITUTE

 Major in English—or engineering?

 Ag 10.
- FINANCING FOR SMALL AND MEDIUM-SIZED BUSINESSES Money makes the mare go. Mr 16.
- Fine feelings about a refinery. Fe 15.
- FINKE, WALTER
 Diversification in a career—and in a company. Lessons of Leadership.
 Part LVIII. Mr 46.
- FINLAND
 Finland's formula for deflating inflation.
 Ag 36.
- Finland's formular for deflating inflation. Ag 36.
- FIRE-PROOFING
 Business: A look ahead. S 86.
 (Manufacturing)
- FIREMAN'S FUND INSURANCE CO.

 Accentuating the positive. Ap 34.
- Firm's stand on personal weakness, A. Ag 13.
- FIRST & MERCHANTS BANK
 Green light for a business speedup.
 Ja 27.
- FIRST NATIONAL BANK, ATLANTA
 Green light for a business speedup.
 Ja 27.
- FIRST NATIONAL BANK, MEMPHIS
 Green light for a business speedup.
 Ja 27.

- FIRST NATIONAL BANK OF ARIZONA
 Business fights pollution—and the
 nation profits. Fe 29.
 Profit picture brightens, The.
 O 31.
 When it's time to pay the piper.
 D 14.
- FIRST NATIONAL BANK OF BOSTON Non-best seller from Boston, A. Je ll.
- FIRST NATIONAL BANK OF CHICAGO
 Uphill road to black capitalism, The.
 D 65.
- FIRST NATIONAL BANK OF SOUTH CAROLINA Green light for a business speedup. Ja 27.
- FIRST PENNSYLVANIA BANK OF PHILADELPHIA Banks share in fight against pollution. D 19.
- FIRST STATE BANK
 What's in a name?
 D 24.
- FIRST TENNESSEE VIRGINIA
 DEVELOPMENT DISTRICT
 Industry's hidden dividends.

 O 90.
- FISCAL CALENDAR

 Is the Government year outdated?

 Ap 55.
- FISCHER, JOHN H.

 Maurice Robinson of Scholastic
 Magazines, Inc. D 54.
- FiSH
 Old tires: a new lure for fish.
 O 18.
- FITCHBURG, MASSACHUSETTS
 Solving your city's problems.
 N 16a.
- FLOORING INDUSTRY

 Theme of success, A: "Let the buyer have faith." James H. Binns. Ja 53.
- FLORIDA DEVELOPMENT COMMISSION Industry's hidden dividends. O 82.
- FLORIDA STATE CHAMBER OF COMMERCE Higher taxes at the state level? D 39.
- FLYING TIGER LINE
 Robert W. Prescott of Flying
 Tiger Line. O 65.
- FOOD PROCESSING

 Business: A look ahead.

 ---- Ja 110.

 ---- Fe 63.

Decision that built managers, The. C. W. Cook. Ja 76.
J.F.P. Enterprises. Mr 64.
Try an ice box on wheels — and change an industry. Edward F.
Swift. Ja 108.

FOOD STORES

see under SUPERMARKETS

FORD, GERALD - HOUSE MINORITY LEADER
Business issues the new Congress faces.
D 26.

Ford, James W.

Rewards from the Kennedy Round.

Ja 46.

FORD MOTOR CO.

Easing toil on the soil. Ag 14.

Riding the Model T to mass production.

Allan Nevins. Ja 72.

FOREIGN AID

Business ussues the new
Congress faces. D 31.

FORIEGN BUSINESS
Irish eyes are smiling at American business. Je 28.

FOREIGN COMMERCE
Like to do business in Thailand?
Mr 14.

FOREIGN EXCHANGE
Will the dollar be devalued via
the back door? N 98.

FOREIGN TRADE

Business: A look ahead. S 86.
(Foreign Trade)

Business issues the new
Congress faces. D 31.
Protection can be dangerous.
Stanley V. Malcuit. Fe 47.

FOREIGN TRAVEL
Hey, world! Look us over! Ag 42.

FOREMAN FOUNDATION
What foremen want in their
Yule socks. D 14.

FT. WORTH NATIONAL BANK, THE Green light for a business speedup. Ja 27.

FOUNDATION for FULL SERVICE
BANKS
When it's time to pay the piper.
D 14.

FOUNDATIONS

Company builds with a foundation, A.

D 20.

\$400 million down the drain? D 12. FOURNIER, CHARLES
It's not wine's tint - it's
the taste. D 16.

FRANCE

Pressures on the dollar. Edwin H. Yeo III. D 81.

FRANCHISES

Business: A look ahead. S 86. (Marketing) Franchising—it's not all roses. Ap 16.

Franchising-it's not all roses. Ap 16.

FRANKEL, CHARLES L.
Uphill road to black capitalism, The.
D 60.

FRANKLIN MINT, THE
Worst is over, The. J128.

FREE ENTERPRISE SYSTEM
Should there be a business day?
D 23.

FREEDOM

British Judge asks, A: What good is freedom without law and order?
Fe 37. (Regional)

FRIENDSHIP PARK, OHIO
Returning beauty to the land. Ja 19.

FRINGE BENEFITS
Employees' extra benefits soar. S 84.

FRISCIA, SAM

How businessmen pitched in to save a city. D 46.

FRUIT INDUSTRY
Business: A look ahead. Ap 70.
(Agriculture)

FUEL
Business: A look ahead. Je 82.
(Natural Resources)

FUTURE FORECASTING 20 years from now. Ag 10.

G

GATT

see under GENERAL AGREEMENT ON TARIFFS AND TRADE

GE see under GENERAL ELECTRIC CO.

see under GROSS NATIONAL PRODUCT

- GAIN FROM STOCK OPTIONS
 TABLE # 5
 Executive pay a time of
 dramatic change. N 96.
- GALLINGHOUSE, GERALD J.

 Organized citizens vs. organized crime.

 N 34.
- GAS & ELECTRIC CORP.

 Business fights pollution—and the nation profits. Fe 29.
- GELLER, HENRY Uncle Sam's finest. S 34.
- GENERAL AGREEMENT ON TARIFFS AND TRADE Protection can be dangerous. Stanley V. Malcuit. Fe 47.
- GENERAL CONTRACTING
 Spotlight on firms in the ups and
 downs business. N 101b. (Regional)
- GENERAL DYNAMICS CORP.
 Business: A look ahead. Je 82.
 (Manufacturing)
- GENERAL ELECTRIC

 APOLLO SYSTEMS

 Industry's hidden dividends.

 O 82.
- GENERAL ELECTRIC CO.
 Crime fight progress: A police-GE product. Ap 19.
 Into the barn and a lofty future.
 Dr. Arthur M. Bueche. Ja 74.
 Keeping in touch during a walkout. S 18.
 Lowering the patent barriers.
 D 80.
- GENERAL FOODS CORP.

 Decision that built managers, The.
 C. W. Cook. Ja 76.
- GENERAL MOTORS CORP.

 Environment dilemma, The.
 N 56.

 Executive pay a time of dramatic change. N 90.

 Producing cars—and good citizens
 Fe 16.
- GENERAL MOTORS' ELECTROMOTIVE DIVISION
 - "Boss" Ketterings decision: Build a better diesel. Richard L. Terrell. Ja 78.
- Generating goodwill toward the young. Ag 13.
- GENESCO, INC.

 Those powerful powder puff executives. N 80.

- GENUINE PARTS CO.

 Parking lot can mean a lot to kids, A. Ap 20.
- GEORGETOWN STEEL CORP.
 Industry's hidden dividends.
 O 75.
- GEORGIA INSTITUTE OF TECH-NOLOGY. Industry's hidden dividends. O 79.
- GERBER PRODUCTS CO.

 Green light for a business speedup.
 Ja 27.
- GERMANY
 Will the dollar be devalued
 via the back door? N 98.
- Getting on the route to corporate health.
 William A. Lashley. Ja 98.
- GHETTO REDEVELOPMENT
 Woolworth helps give downtown its
 ups. Fe 16.
- GIBSON, MAYOR KENNETH A.

 How businessmen pitched in to
 save a city. D 44.
- GIESE, HARLAN
 What's in a name?
 D 24.
- GIFTS

 \$400 million down the drain?
 D 12.
 Not shooting Santa Claus.
 D 12.
 Now it's whiskey by wire.
 D 12.
- GÎLLIS, DONALD R.

 Higher taxes at the state level?

 D 40.
- Gillman, R. W.
 One man's theory opens a new door. Ja 84.
- GIMCO, INC.
 Organized citizens vs. organized crime.
 N 34.
- GINN AND CO.
 Accentuating the positive. Ap 34.
- GIRARD CO.

 Broad view accompanies an annual report. Je 13.
- GLASS INDUSTRY Improbable genius was Mike Owens, An. Raymon H. Mulford. Ja 96.
- GLENN, COL. JOHN H.

 Spacemen find business can be an adventure, too. Ap 80.

GLOBUS, INC. Students flunk at new ideas. J1 14.

Going to Expo 70? Je 11.

GOLD

New gold crisis? Charles A. Cerami. My 38. Will the dollar be devalued via the back door? N 99.

GOLD, JOSEPH Working Jet Set, The. S 50.

GOLD RESERVE

Pressures on the dollar. Edwin H. Yeo III. D 81.

GOLD SEAL VINEYARDS, INC.

It's not wine's tint - it's the taste.

D 16.

GOLDBERGER, DR. MAX

Dynamic growth companies: Pioneer
Systems, Inc. O 36.

GOLF

Par will help your business score, A. Robert A. Lull. Ap 39.

GOLIGHTLY AND CO.
INTERNATIONAL, INC.
Making of a company president, The.
N 78.

GÖLIGHTLY, HENRY O.

Making of a company president, The.

N 78.

GOMBERG, EPHRAIM R.

Organized citizens vs. organized crime.
N 31.

Goodbye credit-hello, SAVE. My 13.

GOODRICH, B. F., CO.
Accentuating the positive. Ap 34.
B. F. Goodrich Co.'s centry-old
standards. Je 13.

GOODYEAR TIRE AND RUBBER CO.
How millions were tied to the "Cord of the future." Russell DeYoung.
Ja 80.
Old tires: a new lure for fish.
O 18.

GORE, ALBERT, SENATOR Race in one State, The. Ag 24.

GOTT, EDWIN H.

Business: A look ahead. N 103.

GOVERNMENT - BUSINESS RELATIONS Secrets of success: Japan, Inc. N 12. GOVERNMENT EMPLOYEES
Spotlight on top career workers
for the U.S. Mr 94.

GOVERNMENT RECRUITING
Why businessmen serve in Washington. Mr 36.

GOVERNMENT SERVICE
Why businessmen serve in Washington. Mr 36.

GOVERNMENT SPENDING
New tool for cutting Government
costs. Rep. Chet Holifield. Fe 58.
Right and wrong. S 88.

GOVERNORS' CONFERENCE
Higher taxes at the state level?
D 38.

GRACE, W. R., & CO.

Irish eyes are smiling at American business. Je 28.

GRAHAM, KATHARINE

Those powerful powder puff
executives. N 87.

GRAHAM, PHILIP

Those powerful powder
puff executives. N 87.

GRAPE PICKERS

Bitter fruit in the vineyards.

Douglas Hallett. Fe 80.

Gray, Robert T.

Battle over the driver's dollar. S 38.

Memo from the Editor. D 7.

Virginia Knauer: What she tells the
President about consumers. J1 34.

GREAT MOMENTS AND GREAT MEN OF AMERICAN BUSINESS Sterling G. Slappey. Ja 47. "Boss" Kettering's decision: Build a better diesel. Richard L. Terrell. Ja 78. Decision that built managers, The. C. W. Cook. Ja 76. Encourage the seeker - and find nylon. Samuel Lenher. Ja 68. Fighting for bold ideas. Charles K. Cox. Ja 86. Getting on the route to corporate health. William A. Lashley. Ja 98. How millions were tied to the "Cord of the future." Russell DeYoung. Ja 80.

Improbable genius was Mike Owens, An. Raymon H. Mulford. Ja 96. Into the barn-and a lofty future. Dr. Arthur M. Bueche. Ja 74. It all began with the boll weevil. Charles H. Dolson. Ja 66. Key to success: A scrub pail. Bert S. Cross. Ja 90. Letting the genie out of the bottle. Charles W. Adams. Ja 64. Life begins at 40-for a corporation. John O. Nicklis. Ja 100. Making a business out of Mr. Bell's invention. Charles E. Wampler. Ja 48. Mountain that became the "Richest hole on earth," A. Frank R. Milliken. Ja 88. One man's theory opens a new door. R. W. Gillman. Ja 84. Poker game where talk was the payoff, A. E. D. Brockett. Ja 82. Riding the Model T. to mass production. Allan Nevins. Ja 72. Self-service rings up a billion dollar sale. Robert S. Oelman. Ja 92. Shooting for the big time-and making it. James A. Ryder. Ja 102. Spare hand who went beyond the dream of Leonardo da Vinci, The. B. C. Huselton. Ja 50. Take-over attempt was the turning point, A. Emerson E. Mead. Ja 106. That Milwaukee slogan stems from Chicago's fire. Robert A. Uihlein, Jr. Ja 104. Theme of success, A: "Let the buyer have faith." James H. Binns. Ja 53. Threading your way to the top. Ely R. Callaway. Ja 62. Try an ice box on wheels -and change an industry. Edward F. Swift. Ja 108. Willingness to innovate, A. Charles W. V. Meares. Ja 94. "You press the button and we do the

GREAT NORTHERN RAILWAY CO., THE Accentuating the positive. Ap 34.

GREAT SOUTHWEST INDUSTRIAL
PARK
Industry's hidden dividends: looking

Great welfare debate, The. Ap 56. Green light for a business speedup. Ja 27.

GREEN POWER FOUNDATION, INC.
Uphill road to black capitalism, The.
D 64.

GREENBERG, HERBERT M.
Save billions on salesmen.
O 14.

GREENE, P. J.

Robert W. Prescott of Flying
Tiger Line. O 65.

Grime doesn't pay, but clean air does. Fe 15.

GRÍMM, W.T., & CO.
What is your company really
worth? D 77.

GROSS GALESBURG CO.

Business fights pollution—and the nation profits. Fe 29.

GROSS NATIONAL PRODUCT- JAPAN Secrets of success: Japan, Inc. N 12.

Growth versus inflation. George P. Hitchings. Ap 77.

GSC DEVELOPMENT CORP.
Industry's hidden dividends: looking like new. O 96.

GUARANTEED ANNUAL INCOME
Great welfare debate, The. Ap 56.

GUERLAIN, INC.
Worst is over, The. J1 28.
GUESSING
Looking before your leap. Ja 15.

Guidance for those who guide. Mr 20.
GULF OIL CORP.
Poker game where talk was the payoff, A. E. D. Brockett. Ja 82.

H

Haack, Robert W.

How Wall Street toes its own line. S 26.

HAAGENSEN, KENNETH W.

Higher taxes at the state level?

D 40.

HABIB, PHILIP C. Uncle Sam's finest. S 34.

HALF, ROBERT, PERSONNEL AGENCIES Hard to get—and harder to keep. J1 10.

HALL, CHARLES G.

How businessmen pitched in to save a city. D 48.

HALL, HARRY k.

Higher taxes at the state level?

D 40.

HALL, PAUL

Men in line to succeed Meany, The. My 68.

HALL OF FAME FOR GREAT A AMERICANS

In voting on great Americans, business gets the business. Dr. David L. Lewis. Mr 88.

Hallett, Douglas
Bitter fruit in the vineyards. Fe 80.

HAMBAR CO. WHITE PLAINS, N.Y.
Profit picture brightens, The.
O 34.

HAMILTON, DAVID
Industry's hidden dividends.
O 79.

HAMILTON NATIONAL BANK
Industry's hidden dividends.
O 88.

HAMILTON TOOL CO.

Irish eyes are smiling at American business. Je 28.

HAMMOND ORGAN CO.
Industry's hidden dividends.
O 86.

HAMRICK MILLS
Green light for a business speedup.
Ja 27.

Handicapped are an asset, The. My 17.

HANDICAPPED WORKERS
Handicapped are an asset, The.
My 17.

HANDWRITING FOUNDATION

Cost of poor penmanship, The. J1 11.

HANDY ASSOCIATES
Company officers in stiped pants?
Ap 20.
Upper bracket job forecast:
Sunny. Ja 15.

HANOVER TRUST CO.

Green light for a business speedup.
Ja 27.

HARD-CORE UNEMPLOYED

Tangling with the manpower tangle.
Fe 64.
Tapping a lode of talent. My 42.

Hard going for unions. Mr 12. Hard to get - and harder to keep. J1 10. HARDER, ROBERT T., INC. Worst is over, The. J128.

HARMON, JOHN E.

Meet the electronic talent scout.
N 76.

HATCHER, MAYOR RICHARD GORDON Organized citizens vs. organized crime. N 33.

HAWVER, DR. CARL F.
Business: A look ahead. N 103.
More muscle in business' corner.

HEALTH CARE

Memo from the Editor.

N 7.

HEALTH INSURANCE
Business: A look ahead. D 82.
Business issues the new
Congress faces. D 28.
Of men and angels. N 104.

HEALTH INSURANCE INSTITUTE

Business: A look ahead.

O 106.

Business: A look ahead. D 82.

HEARNES, WARREN E.

Higher taxes at the state level?

D 38.

HEAVY DUTY MACHINERY
In quest of quality products and
people. Lessons of Leadership.
Part LVI. (George Spatta) Ja 35.

HEIGHTS REALTY
What's in a name?
D 24.

Heiman, Grover
Business: A look ahead.

HELLER, WALTER E., INTERNATIONAL CORP. Working Jet Set, The. S 50.

Hello, operator? Give me long distance!

Ap 14.

Helping hand for the displaced exec. N 12.

Helping them get a "piece of the action." Rocco C. Siciliano. Mr 56.

HENRY JOHNSON FISHER AWARD Maurice Robinson of Scholastic Magazines, Inc. D 54.

HERCULES, INC.

Green light for a business speedup.

Ja 27.

HEUBLEIN, INC.

Profit picture brightens, The.

O 30.

HEWITT-ROBINS, INC.

Handicapped are an asset, The.

My 17.

Hey, world! Look us over! Ag 42.

HEXCEL CORP.
Accentuating the positive. Ap 34.

HICKEY, MAYOR M. J.
Industry's hidden dividends.
O 85.

HIGH SCHOOLS
Kids our high schools forget, The.
Je 70.

HÌGH - SPEED RAIL LINES
Riding high on the Lindenwold Line.
D 71.

Higher taxes at the state level?
D 38.

HIGHWAY CONSTRUCTION

Business: A look ahead. My 77.
(Transportation)

Business: A look ahead. N 103.

Spotlight on firms in the ups and
downs business. N 101b. (Regional)

HIGHWAY TAXES

Battle over the driver's dollar. Robert T.

Gray. S 38.

HIGHWAY TRUST FUND

Battle over the driver's dollar. Robert T.

Gray. S 38.

HIGHWAY USERS FEDERATION FOR SAFETY AND MOBILITY Business: A look ahead. N 103.

HIGHWAYS AND ROADS

Business: A look ahead. Ag 74.

(Transportation)

HILLMAN, MURRAY
What's your firm really worth?
O 14.

HILLSDALE TOOL AND
MANUFACTURING CO.
What's in a name?
D 24.

HÏNKLE, CARL Industry's hidden dividends. O 86.

HIRING POLICIES

Tapping a lode of talent. My 42.

HIRING PRACTICES

How they're hiring higher-ups. S 14.

Opening a new horizon. Mr 90.

Screen tests for job seekers. S 17.

HITCHCOCK, ARCHIE W.
What's in a name?
D 24.

Hitchings, George P.
Growth versus inflation. Ap 77.

HOBBIES AND ARTS Savings may ride on your hobby horse. Mr 16.

HOCH, EDWARD G.

How businessmen pitched in to save a city. D 47.

HODGSON, JAMES D. - SECRETARY OF LABOR Changes ahead in Washington's labor policies? S 69. Those powerful powder puff executives. N 83. Why businessmen serve in Washington. Mr 36.

HOFFMAN, WAYNE M.
Robert W. Prescott of Flying
Tiger Line. O 66.

HOISTING EQUIPMENT
Business: A look ahead. My 77.
(Manufacturing)

HOLIDAYS
Should there be a business day?
D 23.

Holifield, Rep. Chet
New tool for cutting Government
costs. Fe 58.

HOME APPLIANCE INDUSTRY
One man's theory opens a new
door. R. W. Gillman. Ja 84.

HOME BUILDING INDUSTRY Jim Walter Corp. S 76.

HOME BUYING
Business: A look ahead. Mr 86.
(Credit and Finance)
When you put up a For Sale sign. S 12.

HOME FEDERAL SAVINGS AND LOAN ASSOCIATION Industry's hidden dividends. O 90. HOOVER, J. EDGAR
Bull market in stock and bond
thefts, The. Mr 28.

HOOVER WORLDWIDE CORP.
One man's theory opens a new door. R. W. Gillman. Ja 84.

NOYES
Does your firm face a liquidity
crisis? D 59.
Forces behind stock market ups and
downs. C. Austin Barker. Je 27.
What's in a name? D 24.

HORNBLOWER & WEEKS-HEMPHILL,

HÖRÓWITZ, LESTER
Lowering the patent barriers.
D 80.

HOSTILITY

Hostility - A big expense you can avoid. Dr. Milton Layden. S 54.

Hostility - A big expense you can avoid, Dr. Milton Layden, S 54.

HOTEL CORP. OF AMERICA Accentuating the positive. Ap 34.

HOUSING
Business: A look ahead. N 102.

HOUSING CONSTRUCTION
Revolution in housing. My 88.

HOUSING SHORTAGE
When you put up a For Sale sign, S 12.

HOUSTON, LAWRENCE R. Uncle Sam's finest. S 34.

HOUSTON LIGHTING AND POWER CO.
Profit picture brightens, The.
O 34.

How business can guard against violence.
Ag 69.

How businessmen pitched in to save a city. D 44.

How do you rate as a manager? Ag 10.

How millions were tied to the "Cord of the future." Russell DeYoung. Ja 80.

How not to sell. Ag 33.

How students see you now. Walter Wingo.
My 54.

How that credit law works. Jl 11.

How the White House got its management tools. Ag 44.

How they're hiring higher-ups. S 14.

How they're rated in the tight races.
O 104.

How to be a tough nice guy. Charles Bisbee. Je 79.

How to buy or sell a business. N 16a.

How to drive in winter and stay alive. N 17.

How to get along with the boss. Ap 12.

How to make executives behave.

Dr. Mortimer R. Feinberg and John
J. Tarrant. Ap 72.

How to pick a PR firm. Ap 12.

How to save \$1—instead of two bits.
My 12.

How to tell a bad risk. S 16.

How to win at the bargaining table. Walter Wingo. Fe 38.

How Wall Street toes its own line, Robert W. Haack. S 26.

HOWARD, H. H., CORP.
Accentuating the positive. Ap 34.

HUDSON BAY MINING AND SMELTING CO., LTD. Canada's businessmen shoulder the load. N 69.

HUDSON, J.L., CO.
Company builds with a foundation, A.
D 20.

HULL, DR. J. W.
Industry's hidden dividends.
O 84.

HUMAN RESOURCES

Business: A look ahead.

---- N 102.

---- D 82.

HUMBLE OIL & REFINING CO. Our environment crisis. Gov. Ronald Reagan. Fe 25.

Huselton, B. C.

Spare hand who went beyond the dream of Leonardo da Vince, The.
Ja 50.

HYNES, LEONARD

Canada's businessmen shoulder the load. N 70.

IBM

Lowering the patent barriers.
D 78.
Uphill road to black capitalism, The.
D 64.

IFA see under INTERNATIONAL FRANCHISE ASSOCIATION

see under INDEPENDENT GROCERS
ALLIANCE OF AMERICA

I. MILLER Those powerful powder puff executives. N 80.

IRS
see under U.S. INTERNAL REVENUE
SERVICE

IT&T
see under INTERNATIONAL TELEPHONE AND TELEGRAPH CO.

If dear old Siwash turns him down. Mr 12.

If he's hard to get along with, hire him. Dr. E. G. Shuster. Ag 66.

If you invested \$10,000 in 1950. O 16.

IKARD, FRANK N.

Environment dilemma, The.

N 50.

ILLINOIS AGRICULTURAL EXPERIMENT STATION Business: A look ahead, D 82.

ILLINOIS AUTOMOTIVE TRADE ASSOCIATION Tapping a lode of talent. My 42.

ILLINOIS CENTRAL RAILROAD

Green light for a business speedup.

Ja 27.

ILLINOIS WATER TREATMENT CO.
What's in a name?
D 24.

IMPORTS AND EXPORTS
Business: A look ahead. Ag 74.
(Foreign Trade)

Improbable genius was Mike Owens, An. Raymon H. Mulford. Ja 96.

In quest of quality products and people.

Lessons of Leadership. Part LVI.

(George Spatta) Ja 35.

In voting on great Americans, business gets the business. Dr. David L. Lewis. Mr 88.

INCOME
What's your non-money income?

INDEPENDENT GROCERS ALLIANCE OF AMERICA
Profit picture brightens, The.
O 32.

INDIANA NATIONAL BANK, THE
Accentuating the positive. Ap 34.

INDIVIDUALISM IN MANAGEMENT
If he's hard to get along with, hire him.
Dr. E. G. Shuster. Ag 66.

INDUSTRIAL DEVELOPMENT
Business: A look ahead. N 102.
Industry's hidden dividends.
O 74.

INDUSTRIAL PARKS
Industry's hidden dividends.
O 74.

INDUSTRIAL GROWTH
 Business: A look ahead. (Manufacturing) Fe 63.

INDUSTRIAL MIGRATION
Business: A look ahead. N 102.

INDUSTRIAL SITES

Business: A look ahead. Ag 74. (Manufacturing)

Industry answers a Governor's challenge.
N 21.

Industry's hidden dividends.
O 74.

INDUSTRY'S HIDDEN DIVIDENDS

Do's and don't's for wooing industry.

O 92.

Looking like new. O 93. New towns and industrial parks change Europe. O 97.

INFLATION

Business issues the new
Congress faces. D 28.
Canada's businessmen shoulder
the load. N 68.
Finland's formula for deflating inflation.
Ag 36.
Growth versus inflation. George P.
Hitchings. Ap 77.
Jolts on the price elevator. Herbert
A. Lewis. My 60.
"Peace dividend" from the Pentagon.
O 40.
Wise way, The. Ag 76.

INFORMATION SCIENCE, INC.

Meet the electronic talent scout.

N 75.

INFOTRONICS, LTD.
Irish eyes are smiling at American business. Je 28.

INLAND CONTAINER CORP.

Profit picture brightens, The.

O 31.

INLAND STEEL CO.

Business fights pollution—and the nation profits. Fe 29.

Green light for a business speedup.
Ja 27.

INNER CITY PROGRAMS
Business: A look ahead. (Credit and Finance) Ja Ill.
Woolworth helps give downtown its ups. Fe 16.

INSECTICIDE

Business: A look ahead.

O 107.

INSITUTE FOR CORPORATE DIVERSIFICATION, LTD.
Corporate aviary, The. Fe 32.

INSTITUTE FOR ORGANIZATION

MANAGEMENT

More muscle in business' corner.

INSTITUTE OF SCRAP IRON & STEEL Tapping a lode of talent. My 42.

Insulate with a cool \$50 million?
D 41.

INSURANCE

Business: A look ahead. D 82. Of men and angels. N 104.

INSURANCE CO. OF NORTH AMERICA Accentuating the positive. Ap 34. Fighting for bold ideas. Charles K. Cox. Ja 86.

INSURANCE INDUSTRY
Fighting for bold ideas. Charles K.
Cox. Ja 86.

INTER-AMERICAN ECONOMIC AND SOCIAL COUNCIL
Business: A look ahead. (Foreign Trade) Fe 62.

INTEREST RATES

Business: A look ahead.

---- Je 82.

---- Ag 74.

International bookkeeping really counts.
William F. Butler. Ag 54.

INTERNATIONAL COMMERCE
Business: A look ahead. Jl 58.
(Foreign Trade)
Salesman runs a bank, A. Jl 77.

INTERNATIONAL COUNCIL OF SHOPPING CENTERS Tapping a lode of talent. My 42.

INTERNATIONAL DEVELOPMENT FOUNDATION Working Jet Set, The. S 50.

INTERNATIONAL ECONOMY
International bookkeeping really counts.
William F. Butler. Ag 54.

INTERNATIONAL FRANCHISE
ASSOCIATION
Franchising—it's not all roses.
Ap 16.

- INTERNATIONAL GROWTH
 Secrets of success: Japan, Inc.
 N 12.
- INTERNATIONAL HARVESTER CO. Worst is over, The. Jl 28.
- INTERNATIONAL MONETARY FUND
 Will the dollar be devalued via
 the back door? N 98.
- INTERNATIONAL MONETARY FUND'S SPECIAL DRAWING RIGHTS Pressures on the dollar. Edwin H. Yeo III. D 81.
- INTERNATIONAL MONETARY POLICY
 New gold crisis? Charles A. Cerami.
 My 38.
- INTERNATIONAL MONETARY SYSTEM
 Pressures on the dollar.
 Edwin H. Yeo III. D 81.
- INTERNATIONAL PATENT AND
 TRADEMARK ASSOCIATION
 Lowering the patent barriers.
 D 80.
- INTERNATIONAL PATENT OPERATION, GENERAL ELECTRIC CO. Lowering the patent barriers. D 80.
- INTERNATIONAL SNOWMOBILE INDUSTRY
 ASSOCIATION
 Business: A look ahead. D 82.
- INTERNATIONAL SOCIETY FOR GENERAL SEMANTICS

 Looking before your leap. Ja 15.
- INTERNATIONAL TAXES
 Shot in the arm for our exports.
 O 99.
- INTERNATIONAL TELEPHONE AND TELEGRAPH CO.
 - Business: A look ahead. (Foreign Trade) Ja lll. Corporate giant stresses individuals, A. S 18.
- INTERNATIONAL TRADE
 Rewards from the Kennedy Round.
 James W. Ford. Ja 46.
- INTERNATIONAL WATER CORP.
 What's in a name?
 D 24.

- INTERSTATE HIGHWAY SYSTEM
 Battle over the driver's dollar. Robert T.
 Gray. S 38.
 Business: A look ahead. Ag 74.
 (Transportation)
- Into the barn and a lofty future.

 Dr. Arthur M. Bueche. Ja 74.
- INVESTMENT BANKERS ASSOCIATION OF AMERICA
 - Business: A look ahead. Ag 74. (Credit and Finance)
- INVESTMENT COMPANY INSTITUTE
 Business: A look ahead.
 ---- My 77.
 ---- S 86.
 If you invested \$10,000 in 1950.
 O 16.
- INVESTMENTS

 Eastman employees focus on investment:
 N 22.
- "INVESTMENTS THAT BEAT INFLATION TO THE PUNCH" Lost your shirt on Wall Street? S 16.
- INVESTORS
 Investor's silent partner, The.
 Irwin Ross. Je 74.
- Investor's silent partner, The. Irwin Ross. Je 74.
- Irish eyes are smiling at American business.
 Je 28.
- IRON INDUSTRY

 Grime doesn't pay, but clean air does. Fe 15.
- IRVING TRUST CO.
 Green light for a business speedup.
 Ja 27.
 Worst is over, The. J1 28.
- Is the Government year outdated? Ap 55. Is youth today really worse? Ja 23.
- It all began with the boll weevil. Charles H. Dolson. Ja 66.
- It's a four-wheeled fringe benefit.
 Mr 16.

It's his job. O 108.

It's time to plan for those stretched weekends. S 81.

J

J.F.P. Enterprises. Mr 64.

J&J INDUSTRIES, INC.
 Industry's hidden dividends.
 O 79.

JACKSON, THOMAS W.

Meet the electronic talent scout.

N 74.

JAPAN
Business: A look ahead.
O 107.
Pressures on the dollar.
Edwin H Yeo III. D 81.

Secrets of success: Japan, Inc.

JAPAN AIR LINES
Going to Expo 70? Je 11.

JAPANESE EXPORTS
Business: A look ahead. Ag 74.
(Foreign Trade)

JARRELL, JAY

Meet the electronic talent scout.

N 74.

JEFFREY, HARRY
What foremen want in their Yule socks
D 14.

JENNINGS, PAUL

Men in line to succeed Meany, The.

My 68.

JENSEN JULIUS R.
 Industry's hidden dividends: looking
 like new. O 94.

Jim Walter Corp. S 76.

JOB PLACEMENT
Helping hand for the displaced exec.
N 12.

JOB REFERRAL Business: A look ahead. N 102.

JOB SAFETY
At issue: A fair approach to job safety.
S 47.

JOB SWITCHING

Case of the lost executive, The.
J. Martin Seidenfeld, Ph.D.

Mr 68.

JOB TRAINING
Tangling with the manpower tangle.
Fe 64.
Tapping a lode of talent. My 42.

Opening a new horizon. Mr 90.

John Volpe's drive to keep America ...noving. Ap 40.

JOHNS-MANVILLE CORP.

Business fights pollution—and the nation profits. Fe 29.

Green light for a business speedup.
Ja 27.

JOHNSON CITY AREA INDUSTRIAL COMMISSION Industry's hidden dividends. O 86.

JOHNSON CITY, TENN.
Industry's hidden dividends.
O 86.

JOHNSON CITY'S SCIENCE HILL HIGH SCHOOL Industry's hidden dividends. O 86.

JOHNSON, JR., HARVEY N.
Organized citizens vs. organized crime
N 32.

Johnson, Jimmy D., and Miller, Robert W. Corporate Ambassadors to Washington. Jl 44.

JOHNSTON, EDWARD E. Why businessmen serve in Washington. Mr 36.

JONES, THOMAS R.
Industry's hidden dividends.
O 76.

JUNIOR SCHOLASTIC

Maurice Robinson of Scholastic

Magazines, Inc. D 54.

JURY VERDICT RESEARCH, INC.
Facing a big-name legal eagle. My 15.

Just the ticket for a training film. My 18.

K

KAISER STEEL CORP.
Our environmental crisis. Gov.
Ronald Reagan. Fe 25.

KALB, VOORHIS & CO.
When the paddy wagon pulls up to
the door. Fe 13.

KALİKOW, MARTIN

Lowering the patent barriers.

D 80.

KAYE, MURRAY
Company thrives on a
bureaucratic by-product.
O 18.

Kaye, William G.

Take in a new partner—the consumer.

Fe 54.

KEARNEY, A. T., & CO., INC.

Caught in a salary squeeze? Ja 16.

KEARNS, HENRY
Salesman runs a bank, A. J1 77.

KEENE PRODUCTS, INC.
Accentuating the positive. Ap 34.

Keep an eye on the IRS. Jl 39.

Keeping in touch during a walkout. S 18.

Keeping in touch with your electronic brain.
My 16.

KELLEY, ROGER T.
Why businessmen serve in Washington. Mr 36.

KEMPER INSURANCE CO.
Accentuating the positive. Ap 34.

KENNECOTT COPPER CORP.

Mountain that became the "Richest hole on earth," A. Frank R. Milliken.
Ja 88.

KENNEDY, DAVID M. - SECT. OF TREASURY

Insulate with a cool \$50 million? D 41. Shot in the arm for our exports. O 99.

KENNEDY ROUND Rewards from the Kennedy Round. James W. Ford. Ja 46. KENNEDY, SEN. EDWARD
Of men and angels. N 104.
Key to success: A scrub pail. Bert S.
Cross. Ja 90.

Kids our high schools forget, The. Je 70.

KIMBERLY-CLARK CORP.
Guidance for those who guide.
Mr 20.

KIRKLAND, LANE

Men in line to succeed Meany, The.

My 68.

KIWI POLISH CO. OF THE U. S. A. Accentuating the positive. Ap 34.

KLASSEN, TED
Why businessmen serve in Washington. Mr 36.

KNAUER, VIRGINIA
Virginia Knauer: What she tells the
President about consumers. Robert T.
Gray. Jl 34.

Know your company's recruiting program?

Ja 16.

Koch Industries, Inc. Fe 48.

KOHN, AARON M.
Organized citizens vs. organized crime
N 31.

KORF INDUSTRIE UND HANDEL OF WESTERN GERMANY Industry's hidden dividends. O 75.

KRAUS REPRINT AND PERIODICALS COMPANIES Stockpile of knowledge, A. Ag 10.

KUTNER, DAVID H.
Industry's hidden dividends.
O 86.

L

LCP ASSOCIATES, INC.

When your firm is making a move.

N 16.

LA GASSE, ALFRED

More muscle in business' corner.

O 55.

LA SALLE NATIONAL BANK

Green light for a business speedup.
Ja 27.
Profit picture brightens, The.

O 31. Worst is over, The. J1 28.

LABOR

Business issues the new Congress faces. D 28. Canada's businessmen shoulder the load. N 68.

LABOR LAWS

Clearing the air. My 92.

LABOR-MANAGEMENT RELATIONS How to win at the bargaining table.

Walter Wingo. Fe 38. What you should know. Fe 41.

LABOR UNIONS

Changes ahead in Washington's labor policies S 69.

Hard going for unions. Mr 12.

How to win at the bargaining table.

Lahiff, Dr. James M.

Walter Wingo. Fe 38.

Campus is not all thorns for business, The. My 59.

LAIRD, MELVIN - SECT. OF DEFENSE

Business issues the new Congress faces. D 27. "Peace dividend" from the Pentagon.

O 40. LAIRD, WILSON M.

Environment dilemma, The. N 55.

LAMBERT, PRESTON

Uphill road to black capitalism, The. D 65.

LAMONT GEOLOGICAL OBSERVATORY Business: A look ahead. (Natural Resources) Ja 110.

LAND RECLAMATION

Returning beauty to the land. Ja 19.

LANGNER, PARRY, CARD & LANGNER. Lowering the patent barriers.

D 80. Lashley, William A.

Getting on the route to corporate health. Ja 98.

LATHEM TIME RECORDER CO.

Profit picture brightens, The. O 34.

LATIN AMERICA

Business: A look ahead. (Foreign Trade) Fe 62.

LAW AND ORDER

British Judge asks, A: What good is freedom without law and order? Fe 37. (Regional) Love letter to the law. Mr 19.

LAW ENFORCEMENT OF CHATTANOOGA HAMILTON COUNTY, INC.

Organized citizens vs. organized crim N 32.

LAWRENCE, HARDING

Those powerful powder puff executives. N 81.

LAWRENCE, MARY WELLS

Those powerful powder puff executives. N 80.

LAWYERS

Facing a big-name legal eagle. My 15.

LAWYERS AND ATTORNEYS

Soaking up law at leisure. Jl 13.

Layden, Milton, Dr.

Hostility - A big expense you can avoid. S 54.

Learning the score on the Peace Corps.

J1 11.

LEFT-RIGHT FESTIVAL OF LIBERATION

How students see you now. Walter Wingo. My 54.

LEHIGH VALLEY INDUSTRIES, INC.

Profit picture brightens, The. O 32.

Lenher, Samuel

Encourage the seeker — and find Nylon. Ja 68.

LESSONS OF LEADERSHIP

Better insight into employees' attitudes, A, Part LXIV. (Birny Mason) S 61.
Diversification in a career—and in a company. Part LVIII. (Walter Finke) Mr 46.
F. Ritter Shumway of Sybron Corp. Part LX. My 49.
In quest of quality products and

people. Part LVI. (George Spatta)
Ja 35.

Making a splash in the U.S. market. Part LXII. (Eric Drake) Jl 63. Making corporate marriages work. Part LIX. (Kendrick R. Wilson) Ap 62. Maurice Robinson of Scholastic Magazine, Inc. Part LXVII. D 54. Reaching the front rank on a "good set o wheels." Part LXI. (Clifford Siverd) Robert W. Prescott of Flying Tiger Line. Part LXV. 0 65. Speaking up for helping out. Part LVII. (Walter H. Wheeler) Fe 73. To the heights via management in depth Part LXIII. (Neil H. McElroy) Ag 59. W. Thomas Rice of Seaboard Coast Line. Part LXVI. (W. Thomas Rice) N 61.

LETTER-WRITING
Your right to write. Ap 80.

LETTERWRITING — COST Saying "Dear Sir" now costs \$3.05. Fe 12.

Letting the genie out of the bottle. Charles W. Adams. Ja 64.

LEVER BROTHERS CORP.
Our environment crisis. Gov.
Ronald Reagan. Fe 25.

LEVI STRAUSS AND CO.
Uphill road to black capitalism, The.
D 61.

Lewis, Dr. David L.
In voting on great Americans,
business gets the business. Mr 88.

Lewis, Herbert A.

Jolts on the price elevator. My 65.

"LIBERAL"
What's in a name?
D 24.

Liberty INDUSTRIAL PARK Industry's hidden dividends. O 76.

Life begins at 40 — for a corporation. John O. Nicklis. Ja 100.

LIFE INSURANCE AGENCY MANAGEMENT ASSOCIATION
College costs still climb. Je 10.

LIFE INSURANCE INDUSTRY
Willingness to innovate, A. Charles
W. V. Meares. Ja 94.

Like riding a sub. John Costello. S 12.

Like to do business in Thailand? Mr 14.

Limit Supreme Court terms? Ap 25.

Lindenwold Line
Riding high on the Lindenwold Line.
D 71.

LIPPER, ARTHUR, CORP.
Picking a mutual fund. My 14.
When the paddy wagon pulls up to the door. Fe 13.

LIQUIDITY

Does your firm face a liquidity crisis? D 59.

LIQUOR

Big market for bourbon barrels.

Je 11.

LĪQUOR GIFT SERVICE, INC. Now it's whiskey by wire. D 12.

Little Red Hen (Revisited). Doug Smith. J1 32.

LITTON INDUSTRIES

How the White House got its management ools. Ag 44.

Those powerful powder puff executives. N 82.

LLOYD, J. SAXTON Industry's hidden dividends. O 80.

LOANS AND LENDING
Business: A look ahead. Ag 74.
(Credit and Finance)

LOCKHEED AIRCRAFT CORP.
Business: A look ahead. Je 82.
(Manufacturing)
Business fights pollution—and the
nation profits. Fe 29.
Green light for a business speedup.
Ja 27.

LONDON GOLD POOL
Pressures on the dollar.
Edwin H. Yeo III. D 81.

LONE STAR STEEL CO.
Square, or foursquare for his
country? D 19.

LONG ISLAND LIGHTING CO.

Business fights pollution—and the nation profits. Fe 29.

Look at the next five years, A. Donald R. Burrus. S 73.

Looking before your leap. Ja 15.

Looking like new.
Industry's hidden dividends.
O 93.

Lost your shirt on Wall Street? S 16.

Louviere, Vernon

Panorama of the nation's business.

---- Ja 19. ---- Fe 15. ---- Mr 19. ---- Ap 19.

---- My 17. ---- Je 13.

---- Л 13. ---- Ag 13.

---- S 17. ---- O 17. ---- N 21.

Love letter to the law. Mr 19.

LOW, JAMES P.

More muscle in business' corner.

O 54.

LOW-SKILLED WORKERS
Opening a new horizon. Mr 90.

Lowering the patent barriers D 78.

LUFKIN, HAROLD A.
What's in a name?
D 24.

LUKENS STEEL CO.

Green light for a business speedup.
Ja 27.

Lull, Robert A.

Par will help your business score,
A. Ap 39.

LUMBER INDUSTRY
Business: A look ahead. Je 82.

LYONS, JR., JOHN HENRY

Men in line to succeed Meany, The.

My 68.



MESBIC

see under MINORITY ENTERPRISE SMALL BUSINESS INVESTMENT COMPANY

MC CAHEY, HUGH

More muscle in business' corner.

O 54.

MC CALL, GOV. TOM
Industry answers a Governor's
challenge. N 21

MC CRACKEN, HERB

Maurice Robinson of Scholastic

Magazines, Inc. D 57.

MC DERMOTT, FRANK X.

Higher taxes at the state level?
D 39.

MACDONALD, DONALD
Canada's businessmen shoulder
the load. N 70.

MCELROY, NEIL H.

To the heights via management in depth.

Lessons of Leadership. Part LXIII.

Ag 59.

MC GAUGHEY, DONALD C.

Lowering the patent barriers.
D 80.

MCGOVERN, JAMES L.
Organized citizens vs. organized crime.
N 32.

MAC GREGOR, ROBERT W.
Company builds with a foundation, A.
D 20.

MACK TRUCKS, INC.

Profit picture brightens, The.

O 32.

MC KISSICK, JR., HOWARD F.

Higher taxes at the state level?
D 38.

MCLEAN, JOHN
Continental Oil's symbol success. N 21.

MC LEAN, JOHN G.
Environment dilemma, The.
N 57.

MCLEAN TRUCKING CO.

Dramatic change in course for shipping,
A. My 77.

MAC NAUGHTON, DONALD S.

How businessmen pitched in to save a city. D 45.

MACY, R. H., & CO., INC. Green light for a business speedup. Ja 27.

- MACY, R. H., & CO., INC.
 Profit picture brightens, The.
 O 32.
 Worst is over, The. J1 28.
- MADISON FUND INVESTMENT CO.

 Green light for a business speedup.
 Ja 27.
- MAGAZINE PUBLISHERS ASSOCIATION
 Maurice Robinson of Scholastic
 Magazines, Inc. D 54.
- MAHON, GEORGE
 Where's the money coming from?
 O 28.
- MAINE STATE CHAMBER OF COMMERCE
 Higher taxes at the state level?
 D 40.
- MAIR, ANDREW J.

 Business: A look ahead.

 O 107.
- Major break for a minority member, A. Mr 58.
- Major in English-or engineering? Ag 10.
- Making a business out of Mr. Bell's invention. Charles E. Wampler. Ja 48.
- Making a splash in the U.S. market. Lesson of Leadership. Part LXII. (Eric Drake) J1 63.
- Making corporate marriages work.

 Lessons of Leadership. Part LIX.
 (Kendrick R. Wilson) Ap 62.
- Making it easier to make a move. J1 13.
- Making of a company president, The. N 78.
- Malcuit, Stanley V.

 Protection can be dangerous.
 Fe 47.
- MANAGEMENTS
 - Are middle managers useless? O 14. Seven ways to turn off turnover. O 58. "Work the pants off him." O 15.
- MANAGEMENT ACCOUNTING

 How to save \$1—instead of two bits.

 My 12.

- MANAGEMENT CENTER OF CAMBRIDGE Feeling the pinch. Ag 12.
- MANAGEMENT COMPENSATION
 Executive pay a time of dramatic change. N 89.
- MANAGEMENT CONSULTANT
 Helping hand for the displaced exec.
 N 12.
 Those management advice fees.
 Mr 12.
- MANAGEMENT EVALUATION

 What is your company really worth? D 77a.
- MANAGEMENT RESEARCH CENTER U.S. executives vs. Asians and Europeans. My 14.
- "Management '70s Task Force"
 Industry answers a Governor's challenge
 N 21.
- "MANAGEMENT TRAINING BY OBJECTIVES" Sensitivity training irritates dean. S 12.
- MANAGERS

 If he's hard to get along with, hire him.

 Dr. E. G. Shuster. Ag 66.
- MANPOWER, INC.

 Generating goodwill toward the young.

 Ag 13.
- MANPOWER
 Tangling with the manpower tangle.
 Fe 64.
- MANSFIELD, MIKE SENATE MAJORITY LEADER Business issues the new Congress faces. D 26. Memo from the Editor. D 7.
- MANUFACTURING
 Business: A look ahead.
 ---- My 77.
 - ---- O 106. ---- N 103. ---- D 82.
- MARATHON OIL CO.
 What's in a name?
 D 24.
- MARCHBANKS, J.L.

 Business bridges a government
 gap. O 17.

MARIJUANA

Should marijuana penalties be lightened? Fe 21.

Sparks fly over "pot." Mr 24.

MARINE OFFICE-APPLETON & COX CORP.

Before casting off, chart your course.

N 16a.

MARITIME TRANSPORTATION RESEARCH BOARD

Dramatic change in course for shipping, A. My 77.

MARKETING

Business: A look ahead.

---- Ja 111. ---- Ag 74. ---- O 106. ---- D 83.

MARKETING SURVEY AND RESEARCH Corp. Save billions on salesmen. O 14.

MARKLEY, RODNEY W., JR.
Corporate Ambassadors to Washington.
Robert W. Miller and Jimmy D. Johnson.
Jl 44.

MARLAND OIL CO.
Continental Oil's symbol success.
N 21.

MARRIOTT CORP.
Worst is over, The. J128.

MARSHFIELD BOOK & STATIONERY, INC. What's in a name? D 24.

MASON AND DIXON LINES, THE Green light for a business speedup. Ja 27.

MASON, BIRNY

Better insight into employees' attitudes, A. Lessons of Leadership. Part LXIV. S 61.

MASONITE CORP.

Accentuating the positive. Ap 34.

MASS TRANSIT SYSTEMS
Riding high on the Lindenwold Line.
D 71.

MASSACHUSETTS MUTUAL LIFE INSURANCE CO.

Accentuating the positive. Ap 34.

MASTER OF BUSINESS ADMINISTRATION Track record for M.B.A.'s Ap 16.

MASTER PRODUCTS CO., THE Worst is over, The. Jl 28.

Matamoros, A. G.
What hangs in balance on budgets? J1 82.

MATSON NAVIGATION CO.

Dramatic change in course for shipping,
A. My 77.

Matter of life or death, A. N 28.

Maurice Robinson of Scholastic Magazines, Inc. Lessons of Leadership. Part LXVII. D 54.

MAYER, DAVID

Save billions on salesmen.

O 14.

MAYO, ROBERT P.
Where's the money coming from?
O 28.
Why businessmen serve in Washington. Mr 36.

Mead, Emerson E.

Take-over attempt was the turning point, A. Ja 106.

MEANY, GEORGE

Men in line to succeed Meany, The.

My 68.

Meares, Charles, W. V.
Willingness to innovate, A. Ja 94.

MEASUREMENT STANDARDS

Science takes a problem's measure.

Mr 75.

Meet Harry the hoarder. Je 11.

Meet the electronic talent scout. N 74.

MEIRIEL SIEBERT, INC.
Those powerful powder
puff executives. N 86.

Memo from the Editor

Ja 9. Fe 7. ----Mr 7. --------Ap 7. My 7. Je 7. ----J1 5. ----Ag 5. -----S 7. 0 7. -----N 7. ----D 7. ----

Men in line to succeed Meany, The. My 68.

MENSWEAR RETAILERS OF AMERICA
Tapping a lode of talent. My 42.
Uphill road to black capitalism, The.
D 61.

MENNINGER FOUNDATION
Why executives flame out. Je 50.

MERGERS AND ACQUISITION

What is your company really worth? D 77.

MERRIAM, WILLIAM R.

Corporate Ambassadors to Washington. Robert W. Miller and Jimmy D. Johnson. Jl 44.

MERRILL LYNCH, PIERCE, FENNER & SMITH, INC. Those powerful powder puff executives. N 82.

METRIC SYSTEM

Business: A look ahead. O 107. Should we switch to meters and kilograms? My 21. Take me to your liter. Je 18.

METROPOLITAN ATLANTA COMMISSION ON CRIME.

Organized citizens vs. organized crime. N 32.

METROPOLITAN CRIME COMMISSION OF NEW ORLEANS

Organized citizens vs. organized crime N 31.

METZENBAUM, HOWARD

'70 campaign, The: Battle for Congress Ag 18.

MEYER. EUGENE

Those powerful powder puff executives. N 87.

MICHALSON, A. W.

What's in a name? D 24.

MICHIGAN AUTOMOBILE DEALERS

ASSOCIATION

Tapping a lode of talent. My 42.

MICHIGAN GENERAL CORP.

Profit picture brightens, The. O 31.

MIDDLE MANAGEMENT

Are middle managers useless?
O 14.

Midi, mini and pants suits. D 14.

MIDLAND - ROSS CORP.
MIDREX DIVISION.
Industry's hidden dividends.
O 75.

MILLER, EDWARD B.

Changes ahead in Washington's labor policies? S 69.

Miller, JR., HERBERT W.
How businessmen pitched in to
save a city. D 45.

Miller, Robert W., and Johnson, Jimmy D. Corporate Ambassadors to Washington. Jl 44.

Milliken, Frank R.

Mountain that became the "Richest hole on earth," A. Ja 88.

MILLS PRODUCTS, INC.
Worst is over, The. J1 28.

MINERAL RECYCLING

Business: A look ahead. N 103.

MINING INDUSTRY

Mountain that became the "Richest hole on earth," A. Frank R. Milliken. Ja 88.

MINNESOTA MINING AND MANUFACTURING CO.

Key to success: A scrub pail. Bert S. Cross. Ja 90. Worst is over, The. Jl 28.

MINORITY BUSINESS ENTERPRISE Helping them get a "piece of the action." Rocco C. Siciliano.

Mr 56.

MINORITY CAPITALISM

Uphill road to black capitalism, The. D 61.

MINORITY ENTERPRISE

Uphill road to black capitalism, The. D 60.

MINORITY ENTERPRISE SMALL BUSINESS INVESTMENT CO.

Helping them get a "piece of the action. Rocco C. Siciliano. Mr 56. Uphill road to black capitalism, The. D 62.

MINORITY-GROUP HIRING

Business: A look ahead. Ap 70. (Manufacturing)
Opening doors to opportunity. Ap 48.
Tangling with the manpower tangle.
Fe 64.
Tapping a lode of talent. My 42.

MISSOURI-KANSAS TEXAS RAILROAD CO. Profit picture brightens, The. O 32.

MISSOURI STATE CHAMBER OF COMMERC Higher taxes at the state level? D 40.

MITCHELL, JOHN N.

Tide is turning against crime, The. Je 32.

MOBIL OIL CORP.

Uphill road to black capitalism, The. D 65.

MOBILE HOMES

Business: A look ahead. Ag 74. (Construction)

MOBLEY, EDWARD

Industry's hidden dividends.
O 76.

MONDAY HOLIDAYS

It's time to plan for those stretched weekends. S 81.

MONEY

Insulate with a cool \$50 million? D 41. Pressures on the dollar.

Edwin H. Yeo III. D 81. Will the dollar be devalued via the back door? N 98. Money makes the mare go. Mr 16.

MONONGAHELA POWER CO. Morgantown, W. Va. Subsidiary of Allegheny Power Systems, Inc. (Illustration) N 51.

MONTANA - DAKOTA UTILITIES CO. What's in a name? D 24.

MONTANA STATE CHAMBER OF COMMER Higher taxes ad the state level? D 40.

Moon program's business brain trust, The. Evert Clark. My 32.

More muscle in business' corner.

MÓRRIS, GEORGE N.

Does your firm face a liquidity
crisis? D 59.

MORRIS MACHINE WORKS What's in a name? D 24.

Morrow, Wilmer B.
Industry answers Governor's challenge
N 21.

MORTON, ROGERS, REPRESENTATIVE '70 campaign, The: Battle for Congress Ag 18.

MOSBACHER, JR., EMIL "BUS"
Why businessmen serve in Washington. Mr 36.

Moseman, Verne R.

Brother, you can spare the time.
Fe 84.

Most wanted managers. John Costello.
Ja 15.

Motley, Arthur H.
Truth doesn't really hurt, The.
Ap 79.

MOTOROLA COMMUNICATIONS AND ELECTRONICS, INC.

Business: A look ahead. J1 58. (Marketing)

Love letter to the law. Mr 19.

MOTTERN, THOMAS C.
Industry's hidden dividends.
O 88.

Mountain that became the "Richest hole on earth," A. Frank R. Milliken. Ja 88.

MOVING

Making it easier to make a move. J1 13. When your firm is making a move. N 16.

MOVING EXPENSES

Those executive fringe benefits. Je 11.

MOYNAHAN, JOHN, & CO., INC. How to pick a PR firm. Ap 12.

Mulford, Raymon H.
Improbable genius was Mike Owens,
An. Ja 96.

MUNSING WEAR, INC.
Accentuating the positive. Ap 34.
Profit picture brightens, The.
O 32.

MUSKIE, SEN. EDMUND S.
Environment dilemma, The.
N 56.

MUTUAL BROADCASTING CORP.
Accentuating the positive. Ap 34.

MUTUAL FUNDS

Business: A look ahead.
---- My 77.
---- S 86.

If you invested \$10,000 in 1950.
O 16.
Picking a mutual fund. My 14.
When the paddy wagon pulls up to the door. Fe 13.

MYERS, ROBERT J. Runaway expansion of Social Security? Mr. 60.

N

NASA

see under NATIONAL AERONAUTICS
AND SPACE ADMINISTRATION

NEA

see under NATIONAL EMPLOYMENT ASSOCIATION

NLRB
see under NATIONAL LABOR RELATIONS

NMR

BOARD

see under NATIONAL MANPOWER REGISTER OF NEW YORK

NTA

Business: A look ahead. D 83.

NYSE

see under NEW YORK STOCK EXCHANGE

Name the 10 greatest men of American business. S 52.

NASHVILLE BANNER

Business fights pollution—and the nation profits. Fe 29.

NASHUA CORP.

Green light for a business speedup. Ja 27. Worst is over, The. Jl 28.

NATHANSON, GEOFFREY M.

Dynamic growth companies: Pioneer
Systems, Inc. O 37.

NATIONAL AGRICULTURE CHEMICALS ASSOCIATION Business: A look ahead. My 77. (Agriculture)

NATIONAL AIRLINES
Accentuating the positive. Ap 34.

NATIONAL ACADEMY OF SCIENCES' BUILDING RESEARCH INSTITUTE Business: A look ahead. Mr 87. (Construction)

NATIONAL AERONAUTICS AND SPACE ADMINISTRATION Moon program's business brain trust, The. Evert Clark. My 32.

NATIONAL ASSOCIATION OF CITIZENS
CRIME COMMISSION
Organized citizens vs. organized crime.
N 31.

NATIONAL ASSOCIATION OF CREDIT MANAGEMENT How to tell a bad risk. S 16.

- NATIONAL ASSOCIATION OF FLEET ADMINISTRATORS, INC. It's a four-wheeled fringe benefit.
 - It's a four-wheeled fringe benefit Mr 16.
- NATIONAL ASSOCIATION OF FOOD CHAINS
 - Business: A look ahead. (Marketing) Fe 62.
- NATIONAL ASSOCIATION OF STATE DEVELOPMENT AGENCIES Industry's hidden dividends: do's and don't's for wooing industry. O 92.
- NATIONAL ASSOCIATION OF WHOLESALER DISTRIBUTORS Business: A look ahead. N 102.
- NATIONAL AUTOMOBILE THEFT BUREAU You can stall car and truck thieves. J1 (Regional).
- NATIONAL BANK OF NORTH AMERICA Speakers—an asset to a bank. My 16.
- NATIONAL BUREAU OF STANDARDS Science takes a problem's measure. Mr 75.
- NATIONAL CANNERS ASSOCIATION Business: A look ahead. (Agriculture) Fe 63.
- NATIONAL CASH REGISTER CO., THE Self-service rings up a billion dollar sale. Robert S. Oelman. Ja 92. Worst is over, The. J1 28.
- NATIONAL CITY BANK OF CLEVELAND Green light for a business speedup. Ja 27.
- NATIONAL CIVIL SERVICE LEAGUE Uncle Sam's finest, S 34,
- NATIONAL CONFERENCE OF STATE LEGISLATIVE LEADERS Higher taxes at the state level? Statehouses go modern, The. My 24.
- NATIONAL CONSUMER FINANCE ASS.
 Business: A look ahead. N 103.
 More muscle in business' corner.
 O 56.
 Tapping a lode of talent. My 42.

- NATIONAL EXPLOYMENT ASSOCIATION
 Meet the electronic talent scout.
 N 76.
- NATIONAL FOREST PRODUCTS ASSOCIATIO Business: A look ahead. D 83.
- NATIONAL FOUNDATION FOR CONSUMER CREDIT, INC. How that credit law works. J1 11.
- NATIONAL HEALTH INSURANCE Business: A look ahead. D 82.
- NATIONAL HEALTH INSURANCE PLAN
 Of men and angels. N 104.
- NATIONAL HOME EXCHANGE
 When you put up a For Sale sign. S 12.
- NATIONAL INDUSTRIAL CONFERENCE BOARD More muscle in business' corner. O 54.
- NATIONAL LABOR RELATIONS BOARD
 Changes ahead in Washington's labor policies?
 \$ 69.
 How to win at the bargaining table.
 Walter Wingo. Fe 38.
- NATIONAL LEGISLATIVE CONFERENCE, THE Statehouses go modern, The. My 24.
- NATIONAL MANAGEMENT REGISTER How they're hiring higher-ups. S 14.
- NATIONAL MANPOWER REGISTER OF NEW YORK Meet the electronic talent scout, N 74.
- NATIONAL METRIC STUDY CON-FERENCE ON CONSTRUCTION Business: A look ahead. O 107.
- NATIONAL NEWARK & ESSEX BANK How businessmen pitched in to save a city. D 45.
- NATIONAL PERSONNEL ASSOCIATES

 Meet the electronic talent scout.

 N 74.
- NATIONAL PLANNING ASSOCIATION Business: A look ahead. N 102.
- NATIONAL SAFETY COUNCIL

 At issue: A fair approach to job safety.
 S 47.

- NATIONAL SECRETARIES ASSOCIATION Do you drive your secretary up the wall? D 50.
- NATIONAL TIRE DEALERS AND RETREADERS ASSOCIATION Old tires: a new lure for fish. O 18.
- NATURAL ENVIRONMENT
 Defusing the environment issue. S 72A.
- NATURAL GAS

 Business: A look ahead.

 ---- Fe 63.

 ---- Ag 74.
- NATURAL GAS VEHICLES, INC. Business: A look ahead. (Natural Resources) Fe 63.
- NATURAL RESOURCES

 Business: A look ahead.
 ---- S 86.
 ---- O 107.
 ---- N 103.
 ---- D 83.

 Defusing the environment issue. S 72A.
- NEGRO ENTERPRISE
 Business: A look ahead. Je 82.
 (Marketing)
- NEGROES
 Opening doors to opportunity. Ap 48.
- NEIGHBORHOOD DEVELOPMENT PRO-GRAM

 Business: A look ahead. (Construction) Fe 62.
- "NEUROTIC'S GUIDE TO SANE LIVING, A."
 Standing taller—among the fallen. Ag 10.
- Never resetting the clock. Jl 18.
- Nevins, Allan
 Riding the Model T to mass production.
 Ja 72.
- New company president: ten steps to failure, The. D 66.
- NEW ENGLAND INDUSTRIAL CENTER Industry's hidden dividends: looking like new. O 94.
- NEW ENGLAND NATURAL RESOURCES CENTER Defusing the environment issue. S 72A.

- New Gay Nineties, The. John Costello.
 Ag 10.
- New gold crisis? Charles A. Cerami. My 38.
- NEW JERSEY BELL TELEPHONE How businessmen pitched in to save a city. D 47.
- NEW JERSEY MOTOR TRUCK ASSOCIATION Tapping a lode of talent. My 42.
- New tool for cutting Government costs. Rep. Chet Holifield. Fe 58.
- New-tewns and industrial parks change Europe. Industry's hidden dividends. O 97.
- NEW YORK CHAMBER OF COMMERCE Drug abuse is your headache, too. N 38.
- NEW YORK LIFE INSURANCE CO.

 Those powerful powder
 puff executives. N 85.
 Willingness to innovate, A. Charles
 W. V. Meares. Ja 94.
- NEW YORK STOCK EXCHANGE
 How Wall Street toes its own line. Robert W.
 Haack, S 26.
 Those powerful powder puff executives.
 N 86.
- NEWARK CHAMBER OF COMMERCE How businessmen pitched in to save a city. D 48.
- NEWARK MANFOWER TRAINING SKILLS CENTER Tapping a lode of talent. My 42.
- NEWARK, NEW JERSEY

 How businessmen pitched in to save
 a city. D 44.
- NEWMAN, HENRY L. Uncle Sam's finest. S 34.
- NEWS
 Truth doesn't really hurt, The.
 Arthur H. Motley. Ap 79.
- NEWSWEEK MAGAZINE
 Those powerful powder
 puff executives. N 87.

NEWTON MANUFACTURING CO. What's in a name? D 24.

NICHOLS, AUSTIN, & CO., INC. Worst is over, The. J1 28.

Nicklis, John O.

Life begins at 40 — for a corporation.

Ja 100.

1776, AMERICAN REVOLUTION
When businessmen sparked a revolution.
Sterling G. Slappey. J1 52.

NINETY - SECOND CONGRESS

Business issues the new

Congress faces. D 26.

NIXON DOCTRINE
"Peace dividend" from the Pentagon.
O 40.

NIXON, RICHARD M.
Square, or foursquare for
his country? D 19.
Supreme Court already has changed,
The. Je 66.

Non-best seller from Boston, A. Je ll.

NORTH AMERICAN ROCKWELL CORP. Industry's hidden dividends. O 75. New company president: ten steps to failure, The. D 66.

NORTH ELECTRIC CO. Industry's hidden dividends. O 88.

NORTHEAST UTILITIES CO.

Defusing the environment issue, S 72A.

NORTHWEST INDIANA CRIME COMMISSION
Organized citizens vs. organized crime.
N 33.

NORTHWESTERN MUTUAL LIFE INSURANCE CO. Profit picture brightens, The. O 32.

NORTHWESTERN STEEL & WIRE CO. Accentuating the positive. Ap 34.

NORTON, PAUL A.
Those powerful powder
puff executives. N 85.

Not shooting Santa Claus. D 12. Now it's whiskey by wire. D 12.

0

OIC

see under OPPORTUNITIES
INDUSTRIALIZATION CENTER

APTA

see under OPPORTUNITY THROUGH OWNERSHIP CORP.

OAKLAND TRIBUNE
Green light for a business speedup.
Ja 27.

OCEAN SHIPPING
Dramatic change in course for shipping, A. My 77.

OCEAN SPRAY CRANBERRIES INC. Profit picture brightens, The. O 32.

O'CONNOR RODERICK F.
Industry's hidden dividends.
O 79.

Oelman, Robert S. Self-service rings up a billion dollar sale. Ja 92.

Of men and angels. N 104.
OFFICE EQUIPMENT INDUSTRY
see under BUSINESS MACHINES
INDUSTRY

OFFICE OF CONSUMER AFFAIRS
Virginia Knauer: What she tells the
President about consumers. Robert T.
Gray. Jl 34.

OFFICE OF MANAGEMENT AND BUDGET How the White House got its management tools. Ag 44.

OGILVIE, GOV. RICHARD B.
Organized citizens vs. organized
crime. N 33.

OHIO CITIZENS TRUST CO.

Business fights pollution—and the nation profits. Fe 29.

Green light for a business speedup.
Ja 27.

OIL INDUSTRY
Fine feelings about a refinery.
Fe 15.
Koch Industries, Inc. Fe 48.
Poker game where the talk was the payoff, A. E. D. Brockett. Ja 82.

OKAMOTO, YOICH - PHOTOGRAPHER
Those powerful powder puff
executives. N 88.

O'KEEFE, BERNARD J.

Uphill road to black capitalism, The.
D 62.

OKLAHOMA GAS & ELECTRIC CO. Worst is over, The. J1 28.

OLD AGE BENEFITS
Runaway expansion of Social
Security? Mr 60.

OLD COLONY TRUST CO.

Non-best seller from Boston, A.

Je 11.

Old tires: a new lure for fish.
O 18.

OLDER GENERATION
Where parents didn't fail. D 20.

OLIN CORP.

Environment dilemma, The.

N 55.

On the ball with the ball - point. D 72.
One man's theory opens a new door.
R. W. Gillman. Ja 84.

One step too many. Mr 96.

Open and shut cases. Ag 16.

D 62.

Opening a new horizon. Mr 90.

Opening doors to opportunity. Ap 48.

OPPORTUNITIES INDUSTRIALIZATION CENTER, INC.

Opening doors to opportunity. Ap 48.

OPPORTUNITY THROUGH OWNERSHIP CORP. Uphill road to black capitalism, The.

OPTICAL SYSTEMS CORP.

Dynamic growth companies: Pioneer
Systems, Inc. O 37.

OREGON
Industry answers a Governor's challenge. N 21.

Organized citizens vs. organized crime.
N 31.

ORGANIZED CRIME
What Congress is doing about crime.
Ja 42.

OTIS ELEVATOR CO.

Profit picture brightens, The.

O 31.

Our environment crisis. Gov. Ronald Reagan. Fe 25.

Our longest-lived companies. Jl 56.

OVERNITE TRANSPORTATION CO.

Accentuating the positive. Ap 34.

OWENS - CORNING FIBERGLAS CORP.
Athletes score with youngsters. N 22.
Business: A look ahead. Mr 86.
(Manufacturing)

OWENS-ILLINOIS, INC. Improbable genius was Mike Owens, An. Raymon H. Mulford. Ja 96.

P

PACIFIC LIGHTING SYSTEM
Business: A look ahead. (Natural
Resources) Fe 63.

PACIFIC POWER AND LIGHT CO.

Profit picture brightens, The.

O 32.

PACIFIC TELEPHONE AND TELEGRAPH CO.

Green light for a business speedup. Ja 27. Worst is over, The. J1 28.

PACKAGING
Business: A look ahead.
O 106.

PAGE, WILLIAM J., JR. Uncle Sam's finest, S 34.

PAN AMERICAN WORLD AIRWAYS, INC.

Business: A look ahead. (Transportation) Fe 63.
Paris in the spring—or Rome or Madrid? Fe ll.

Panorama of the nation's business.

Vernon Louviere. Ja 19.

---- Fe 15.

---- Mr 19.

---- Ap 19.

---- My 17.

---- Je 13.

---- J1 13.

---- Ag 13.

---- S 17.

---- 0 17.

---- N 21.

---- D 19.

PANTS SUITS

Midi, mini and pants suits. D 14.

Par will help your business score, A.

Robert A. Lull. Ap 39. PARADE PUBLISHING, INC.

Green light for a business speedup.
Ja 27.

PARENTS

Where parents didn't fail. D 20.

Paris in the spring—or Rome or Madrid? Fe ll.

Parking lot can mean a lot to kids, A.
Ap 20.

PARROTT, JR., V.D.

Industry's hidden dividends.

PATENT COOPERATION TREATY

Lowering the patent barriers. D 78.

PATENTS

Lowering the patent barriers. D 78.

PATRIOTISM

Square, or foursquare for his country? D 19.

PAUL PRINCIPLE

And now, the Paul Principle. My 14.

PAY SCALES

White collar workers: What they're paid now. Ag 40.

PEACE CORPS

Learning the score on the Peace Corps. Jl 11.

"Peace dividend" from the Pentagon.
O 40.

PENMANSHIP

Cost of poor penmanship, The. Jl 11.

PENN CENTRAL CO.

Getting on the route to corporate health. William A. Lashley. Ja 98.

PENN CENTRAL RAILROAD

Business fights pollution—and the nation profits. Fe 29.
Green light for a business speedup.
Ja 27.

PENN MUTUAL LIFE INSURANCE CO. Accentuating the positive. Ap 34. Worst is over, The. J1 28.

PENNSYLVANIA ELECTRIC CO. Worst is over, The. Jl 28.

PENNSYLVANIA MOTOR TRUCK ASSOCIATION Tapping a lode of talent. My 42.

PENNSYLVANIA STATE UNIVERSITY
Where parents didn't fail.
D 20.

PEP PILIS

When pills are bad medicine. My 17.

Perot, H. Ross

What's right with America. Jl 20.

PERSONAL DATA SERVICES CORP. Goodbye credit—hello, SAVE. My 13.

PERSONNEL

Meet the electronic talent scout. N 74.

PERSONNEL STANDARDS

Firm's stand on personal weakness, A. Ag 13.

PESTICIDES

Business: A look ahead. My 77. (Agriculture)

PETROLEUM INDUSTRY

Making a splash in the U.S. market. Lessons of Leadership. Part LXII. (Eric Drake) Jl 63.

PHARMACEUTICAL MANUFACTURERS ASSOCIATION

Business: A look ahead. O 106.

PHILLIPS-VAN HEUSEN CORP.

Uphill road to black capitalism, The. D 61.

PHOENIX MUTUAL LIFE INSURANCE CO.
Accentuating the positive. Ap 34.

PHOTO CARD

Business: A look ahead. O 106.

PHOTOGRAPHIC INDUSTRY
"You press the button and we do
the rest." Frederic S. Welsh.
Ja 70.

PICKARD, INC.
Worst is over, The. J128.

Picking a mutual fund. My 14.

PINKERTON'S, INC.

Green light for a business speedup.

Ja 27.

PIONEER PARACHUTE CO.

Dynamic growth companies: Pioneer
Systems, Inc. O 38

PIONEER SYSTEMS, INC.

Dynamic growth companies: Pioneer
Systems, Inc.. O 36.

PIPER AIRCRAFT CORP.
Profit picture brightens, The.
O 30.

PITNEY-BOWES, INC.

Accentuating the positive. Ap 34.

Firm's stand on personal weakness, A.

Ag 13.

Life begins at 40 — for a corporation.

John O. Nicklis. Ja 100.

Speaking up for helping out. Lessons

of Leadership. Part LVII. (Walter

H. Wheeler) Fe 73.

PITTSBURGH NATIONAL BANK
Pressures on the dollar.
Edwin H. Yeo III. D 81.

PLANTE, PAUL
Working Jet Set, The. S 50.

PLASTICS INDUSTRY
Business: A look ahead. Jl 58.
(Manufacturing)

PLAYGROUNDS

Parking lot can mean a lot to kids, A. Ap 20.

Pointers on doing business with the Pentagon. Fe 60.

Poker game where talk was the payoff, A. E. D. Brockett. Ja 82.

POLAROID CORP.
Accentuating the positive. Ap 34.

POLITICAL CAMPAIGNS
Should students get time off to campaign?
S 21.

POLITICAL PARTIES
What's in a name?
D 24.

POLITICS

Should our major parties change their names? N 27. What's in a name? D 24.

Pollack, Jack Harrison
Dreams that never fade, The. Ag 48.

POLLUTION

Banks share in fight against pollution.
D 19.

Behind the smoke screen. D 84

Business. A look ahead. Mr. 87.
---- N 103.

Business fights pollution—and the nation profits. Fe 29.

Environment dilemma, The.
N 50.

Fine feelings about a refinery.
Fe 15.

Grime doesn't pay, but clean air does. Fe 15.

Higher taxes at the state level?
D 38.
Insulate with a cool \$ 50 million?
D 41.

Our environment crisis. Gov. Ronald Reagan. Fe 25. Thanks, but no thanks. Ag 56.

POLLUTION CONTROL
Business issues the new Congress
faces. D 31.

POPULATION GROWTH
Business: A look ahead. Ap 70.
(Natural Resources)

PORT AUTHORITY TRANSIT CORP.
Riding high on the Lindenwold Line.
D 71.

PORT OF NEW YORK AUTHORITY
Aiding trade in a big way. Fe 60D.

PORTACOM
Keeping in touch with your electronic brain. My 16.

POTT, GEORGE F.
What's in a name?
D 24.

PR trial marriage? John Costello. Ap 12.

PRACTICING LAW INSTITUTE
Soaking up law at leisure. Jl 13.

PRATT & WHITNEY, INC.
Business: A look ahead. Mr 87.
(Transportation)

PREFABRICATED HOUSING
Business: A look ahead. N 102.

PRESBYTERIAN MINISTERS' FUND OF PHILADELPHIA

Our longest-lived companies. J1 56.

PRESCOLITE DIVISION, U.S. INDUSTRIES, INC.
Profit picture brightens, The.
O 32.

PRESIDENT'S COMMISSION ON PERSON-NEL INTERCHANGE

Business and government will swap executives. Mr 44.

Pressures on the dollar.
Edwin H. Yeo III.
D 81.

PRICE AND WAGE CONTROL
Canada's businessmen shoulder
the load. N 68.

Price tag is bigger, The. Fe ll.

PRICE, W. M.
What's in a name?
D 24.

PRICE WATERHOUSE & CO.
Statehouses go modern, The. My 24.

PRICES

Canada's businessmen shoulder the load. N 68.

PRIEST, IVY BAKER
Rich flow from a pool, A. Ag 14.

PRIESTER, ARMOUND
On the ball with the ball-point.
D 73.

PRIVATE COLLEGE ADMISSIONS CENTER

If dear old Siwash turns him down. Mr 12.

PROCESSED FOOD INDUSTRY
Business: A look ahead. Jl 58.
(Agriculture)

PROCTER & GAMBLE

To the heights via management in depth.

Lessons of Leadership. Part LXIII.

(Neil H. McElroy) Ag 59.

Producing cars—and good citizens.
Fe 16.

PRODUCTIVITY

Profits: a fruit of productivity.
Guest Economist. Roger Williams.
O 101.

Profit picture brightens, The. O 30.

Profits: a fruit of productivity.

Guest Economist. Roger Williams
O 101.

Program yourself like a computer.
Dr. James D. Weinland. My 31.

PROGRESS

Where parents didn't fail. D 20.

"PROJECT BUILD"

Business: A look ahead. (Construction) Ja 110.

PROTECTIONISM

Protection can be dangerous. Stanley V. Malcuit. Fe 47.

PRUDENTIAL INSURANCE CO. OF AMERICA

How businessmen pitched in to save a city. D 45.

PUBLIC ASSISTANCE
Great welfare debate, The. Ap 56.

PUBLIC EMPLOYEES
Clearing the air. My 92.

PUBLIC RELATIONS

How to pick a PR firm. Ap 12.

PUBLIC RELATIONS BOARD, INC., THE How to pick a PR firm. Ap 12.

PUBLIC SERVICE CO. OF COLORADO Accentuating the positive. Ap 34.

PUBLIC SERVICE ELECTRIC & GAS CO.

How businessmen pitched in to save a city. D 45.

PUBLISHING CAREER

Maurice Robinson of Scholastic

Magazines, Inc. D 54.

PULEO, FRANK

How businessmen pitched in to save a city. D 45.

Purchasing power of the dollar Memo from the Editor. N 7.

PURDUE UNIVERSITY
Business: A look ahead. J1 58.
(Construction)



QUALITY STANDARDS

B. F. Goodrich Co.'s century-old
standards. Je 13.

QUANTUM SCIENCE CORP. Business: A look ahead. (Manufacturing) Fe 63.

QUARTERLY OUTLOOK SURVEY
Accentuating the positive. Ap 34.
Green light for a business speedup.
Ja 27.
Profit picture brightens, The.
O 30.
Worst is over, The. Jl 28.

QUINN PATENT DRAWINGS SERVICE

Lowering the patent barriers.
D 78.



RABINOW, JACK

Lowering the patent barriers.
D 79.

Race in one State, The. Ag 24.

RADIO CORP. OF AMERICA
Accentuating the positive. Ap 34.

RADIO FREE EUROPE
Shoe pinches, The. Ag 73.
Voice that pierces the Iron Curtain, A.
Ag 70.

"Boss" Kettering's decision: Build a better diesel. Richard L. Terrell. Ja 78. Business: A look ahead. D 83. Getting on the route to corporate health. William A. Lashley. Ja 98.

RAILROAD INDUSTRY

W. Thomas Rice of Seaboard Coast Line. Lessons of Leadership. Part LXVI. N 61.

RAILWAY LABOR EXECUTIVES' ASSOCIATIO1 Tapping a lode of talent. My 42.

RAIN

Efforts to change the weather involve more than small potatoes. S 80.

RAND MC NALLY AND CO.

Profit picture brightens, The.

O 34.

RAYTHEON CO.

Green light for a business speedup.
Ja 27.

Worst is over, The. J1 28.

Reaching the front rank on a "good set of wheels." Lessons of Leadership. Part LXI. (Clifford Siverd) Je 58.

READING
Time consuming and costly.
O 15.

Reagan, Gov. Ronald
Our environment crisis. Fe 25.

RECESSIONS

Can we have a bust? Ira T. Ellis.

Mr 84.

RECREATION

Thousands play where Boise
Cascade works. O 17.

RECREATION FACILITIES

Parking lot can mean a lot to kids, A. Ap 20.

REDDEN, JOHN L. - DIRECTOR OF POLICI NEWARK, N. J. How businessmen pitched in to save a city. D 47.

REFERRAL PROGRAM- U.S. DEFENSE DEPARTMENT Business: A look ahead, N 102,

REICHERT, AMELIA
Those powerful powder
puff executives. N 85.

Relevance for one younger generation after another. D 54.

RELOCATION ANALYSIS

When your company is making a move. N 16.
When your firm is making a move. N 16.

REMINGTON ARMS CO., INC.
Accentuating the positive. Ap 34.

Remodeling management structures.
Dr. Courtney C. Brown, N 46.

REPUBLIC OF IRELAND
Irish eyes are smiling at American business. Je 28.

REPUBLIC STEEL CORP.

Business fights pollution—and the nation profits. Fe 29.

Woman's place is in the what?

N 17.

REPUBLICAN PARTY
'70 campaign, The: Battle for Congress.
Ag 18.
What's in a name?
D 24.

RESEARCH INSTITUTE OF AMERICA

How to drive in winter and stay alive.

N 17.

RETAIL COUNCIL OF CANADA
Canada's businessmen shoulder
the load. N 71.
Returning beauty to the land. Ja 19.

REUTHER, WALTER
Of men and angels. N 104.

REVENUE SHARING

Business issues the new
Congress faces. D 27.

Revolution in housing. My 88.

REVOLUTIONARY WAR OF 1776 see under AMERICAN REVOLUTION, 1776 Rewards from the Kennedy Round. James W. Ford. Ja 46.

RHEEM MANUFACTURING CO.

Profit picture brightens, The.

O 34.

RHODES, J. E., & SONS
Our longest-lived companies. J1 56.

RICE STRAW

Business: A look ahead. Ag 74.

(Agriculture)

Rice, W. Thomas
W. Thomas Rice of Seaboard
Coast Line. Lessons of Leadership.
Part LXVI. N 61.

Rich flow from a pool, A. Ag 14.

RICH'S DEPARTMENT STORE

Green light for a business speedup.

Ja 27.

Riding high on the Lindenwold Line. D 71.

Riding the Model T to mass production.
Allan Nevins. Ja 72.

Right and wrong. S 88.

Ringle, William M.

Those tax deduction blues. Je 38.

RITTER, TEX
Race in one State, The. Ag 24.

RIVIERA MOTORS, INC.
Business fights pollution—and the

ROADS AND HIGHWAYS

Battle over the driver's dollar. Robert T.

Robert W. Prescott of Flying Tiger Line. Lessons of Leadership Part LXV. O 65.

ROBERTS, JOHN J.

Higher taxes at the state level?

D 40.

ROBINS, A. H., CO.
Business fights pollution—and the
nation profits. Fe 29.

ROBINSON, BILL What's in a name? D 24.

ROCKEFELLER, GOV. WINTHROP Industry's hidden dividends. O 86.

RODDIS, JR., LOUIS H.

Environment dilemma, The.

N 54.

ROEBLING, MARY GINHARDT Those powerful powder puff executives. N 84.

ROMNEY, GEORGE

More muscle in business' corner.

O 54.

Ross, Irwin
Investor's silent partner, The. Je 74.

ROSS, WILLIAM B. Uncle Sam's finest. S 34.

Roster of Service, A. My 35.

RUBBER INDUSTRY

How millions were tied to the "Cord of the future." Russell DeYoung.

Ja 80.

RUBBERMAID, INC.

Profit picture brightens, The.
O 31.

RUBBERMAID, INC.
Worst is over, The. J1 28.

RUBIN, MILES L.

Dynamic growth companies: Pioneer
Systems, Inc. O 37.

RUDY, JOHN FORNEY

Corporate Ambassadors to Washington.

Robert W. Miller and Jimmy D. Johnson.

Runaway expansion of Social Security?
Mr 60.

RUNYAN, LEONARD L.
Industry's hidden dividends.
O 90.

RURAL INDUSTRIAL SITES
Business: A look ahead. Ag 74.
(Manufacturing)

RUSSELLVILLE, ARKANSAS Industry's hidden dividends. O 82.

RUSSELLVILLE CHAMBER OF COMMERCE Industry's hidden dividends. O 84.

RUSSELLVILLE INDUSTRIAL DEVEL-OPMENT CORP. Industry's hidden dividends. O 83.

RUSSIA

see under SOVIET UNION

Ryder, James A.

Shooting for the big time — and making it. Ja 102.

RYDER SYSTEMS, INC.

Shooting for the big time — and making it. James A. Ryder. Ja 102. Worst is over, The. Jl 28.

RYDER TRUCK LINES, INC.
Accentuating the positive. Ap 34.

RYTHER, JOHN
Business: A look ahead. D 83.

S

CAVE

see under SYSTEM FOR AUTOMATIC VALUE EXCHANGE

SBIC

see under SMALL BUSINESS INVESTMENT COMPANY

SCM CORP.

see under SMITH-CORONA MARCHANT

SEC

see under U.S. SECURITIES AND EXCHANGE COMMISSION

SAFETY

At issue: A fair approach to job safety, S 47.
How to drive in winter and stay alive, N 17.
Warning: "Safety" hazard, Je 20.

SAFETY STANDARDS

Memo from the Editor. My 7.

ST. REGIS PAPER CO.
Accentuating the positive. Ap 34.
Profit picture brightens, The.
O 30.

SALARIES

Caught in a salary squeeze? Ja 16. Hard to get—and harder to keep. J1 10. Price tag is bigger, The. Fe 11. White collar workers: What they're paid now. Ag 40.

SALARIES AND WAGES
Employees' extra benefits soar. S 84.
Track record for M.B.A.'s Ap 16.

SALARIES OF CHIEF EXECUTIVE OFFICERS-TABLE # 1 Executive pay - a time of dramatic change. N 91.

SALARIES OF LEVEL # 2 EXECUTIVES: DIVISION MANAGERS & FUNCTIONAL MANAGERS - TABLE # 2 Executive pay - a time of dramatic change. N 92.

SALES AND MARKETING EXECUTIVES-INTERNATIONAL Business: A look ahead. (Marketing) Ja 111.

SALES AND SELLING

Birth of a salesman. Ag 31.

Don't sell the buyer short. Ag 34.

How not to sell. Ag 33.

SALES MANPOWER FOUNDATION
Beverage salesmen are busy guys.
My 12.
Save billions on salesmen.
O 14.

Salesman runs a bank, A. Jl 77.

SALESMEN

Beverage salesmen are busy guys. My 12. Birth of a salesman. Ag 31. Don't sell the buyer short. Ag 34. Save billions on salesmen. O 14.

SAM WYLY FOUNDATION
Uphill road to black capitalism, The.
D 62.

SANDGREN AND MURTHA
Continental Oil's symbol success.
N 21.

SANDOVAL, HILARY

Every cloud has a silver lining.

O 16.

SANTA FE INDUSTRIES

Accentuating the positive. Ap 34.

Save billions on salesmen. O 14.

SAVINGS

Eastman employees focus on investments. $N\ 22.$

SAVINGS BANK, SYRACUSE, N.Y. Business fights pollution—and the nation profits. Fe 29.

Savings for you and the Government.

Ja 20.

Savings may ride on your hobby horse.
Mr 16.

Saying "Dear Sir" now costs \$3.05. Fe 12.

SCHILLER, KARL- ECONOMIC MINISTER OF GERMANY Will the dollar be devalued via the back door? N 100.

SCHIRRA, CAPT. WALTER M. Spacemen find business can be an adventure, too. Ap 80.

SCHLITZ, JOS., BREWING CO.

That Milwaukee slogan stems from
Chicago's fire. Robert A. Uihlein, Jr.
Ja 104.

SCHMIDT, E. F., CO.

Do your firm's annual reports make points? N 73. (Regional)

Fatter, fact-filled, flossier — and more costly. Ja 16.

SCHOLASTIC MAGAZINES, INC.
Maurice Robinson of Scholastic
Magazines, Inc. D 54.

SCHOOL OF FOREST RESOURCES, UNIVERSIT OF GEORGIA

Business: A look ahead. My 77. (Natural Resources)

A.G. SCHOONMAKER, INC.
Business: A look ahead. D 83.

SCHREIBER, NORMAN B. Working Jet Set, The. S 50. SCHULMAN, JOHN
Lowering the patent barriers.
D 80.

SCHUSTER, JAY R.
What it takes to lure him away.
O 16.

SCHUYLER, JR., WILLIAM E.
Lowering the patent barriers.
D 79.

SCHWARTZ, JAMES P.
Organized citizens vs. organized crime.
N 34.

SCHWEBER ELECTRONICS Industry's hidden dividends: looking like new. O 93.

Science takes a problem's measure.
Mr 75.

SCOFFIELD, C. H.
Canada's businessmen shoulder
the load, N 70.

SCOTT, GLENN E.

Higher taxes at the state level?

D 40.

SCOTT, HUGH - SENATE MINORITY LEADER Business issues the new Congress faces. D 26.

Screen tests for job seekers. S 17.

SEABOARD AIRLINE RAILROAD
W. Thomas Rice of Seaboard Coast
Line, Lessons of Leadership.
Part LXVI. N 63.

SEABOARD COAST LINE RAILROAD CO.
W. Thomas Rice of Seaboard Coast
Line. Lessons of Leadership.
Part LXVI. N 61.

SEA-LAND SERVICE, INC.
Dramatic change in course for shipping,
A. My 77.

SECRETARIES

Do you drive your secretary
up the wall? D 50.

Secrets of success: Japan, Inc. N 12.

SECURITIES AND EXCHANGE COMMISSION How Wall Street toes its own line. Robert W. Haack, S 26.

SECURITY BANK, WASHINGTON, D.C. Green light for a business speedup. Ja 27.

- Seeing ourselves as others see us. My 16.
- Seidenfeld, J. Martin, Ph.D.

 Case of the lost executive, The.

 Mr 68.
- Self-service rings up a billion dollar sale. Robert S. Oelman. Ja 92.
- SEMINARS AND CONFERENCES Feeling the pinch. Ag 12.
- SENIOR EXECUTIVE

 New company president: ten steps
 to failure, The. D 66.
- SENIOR SCHOLASTIC

 Maurice Robinson of Scholastic
 Magazines, Inc. D 54.
- Sensitivity training irritates dean. S 12.
- SERVICE CORPS OF RETIRED EXECUTIVES

 Every cloud has a silver lining.

 O 16.
- Seven ways to turn off turnover. O 58.
- '70 campaign, The: Battle for Congress.

 Ag 18.
- SHAFFER, JOHN H.
 Why businessmen serve in Washington. Mr 36.
- SHEA, MRS. KATHRYN E.

 Meet the electronic talent scout.
 N 75.
- SHEPARD, ALAN
 Spacemen find business can be an adventure, too. Ap 80.
- SHIPBUILDERS COUNCIL OF AMERICA Business: A look ahead. Je 82. (Transportation)
- SHIPBUILDING INDUSTRY
 Business: A look ahead. Je 82.
 (Transportation)
 Dramatic change in course for
 shipping, A. My 77.
- Shoe pinches, The. Ag 73.

 Shooting for the big time and making it.

 James A. Ryder. Ja 102.
- Shot in the arm for our exports.

 O 99.

- SENSITIVITY TRAINING
 Sensitivity training irritates dean. S 12.
- Should businessmen support colleges? Ag 15.
- Should marijuana penalties be lightened?
- Should our major parties change their names? N 27.
- Should stores sell on Sunday? J1 17.
- Should students get time off to campaign? S 21.
- Should the death penalty be abolished?
 O 23.
- Should we switch to meters and kilograms? My 21.
- Should we take a five-year census? Mr 23.
- SHRATTER, HAROLD
 Working Jet Set, The. S 50.
- SHUMWAY, F. RITTER
 F. Ritter Shumway of Sybron Corp.
 Lessons of Leadership. Part LX.
 My 49.
- Shuster, E. G., Dr.

 If he's hard to get along with, hire him.

 Ag 66.
- SIBSON & CO., INC. Executive pay - a time of dramatic change. N 89.
- SIBSON, ROBERT E.

 Executive pay a time of dramatic change. N 89.
- Siciliano, Rocco C.

 Helping them get a "piece of the action." Mr 56.

 Why businessmen serve in Washington. Mr 36.
- SIEBERT, MURIEL

 Those powerful powder
 puff executives. N 86.
- SIEWERT, DEL H.
 Higher taxes at the state level?
 D 40.

SIVERD, CLIFFORD

Reaching the front rank on a "good set of wheels." Lessons of Leadership. Part LXI. Je 58.

Slappey, Sterling G.
Those powerful powder
puff executives. N 88.
When businessmen sparked a revolution.
J1 52.

SLAWINSKI, DR. ALFRED E. What's in a name? D 24.

SLOANE, ANN BROWNELL Working Jet Set, The. S 50.

SLONAKER, PAUL Industry's hidden dividends. O 86.

SMALL BUSINESS INVESTMENT
COMPANY
Uphill road to black capitalism, The.
D 62.

SMITH-CORONA MARCHANT CORP.

Take-over attempt was the turning point, A. Emerson E. Mead. Ja 106.

SMITH, C. TRUETT
What's in a name?
D 24.

Smith, Doug Little Red Hen (Revisited), The. J1 32.

SMITH, HARRY E.

Those powerful powder puff executives. N 88.

SMITH, KLINE & FRANCH LABORATORIES
TV camera shares history's spotlight.
My 18.

SMITH, MARGARET BRAND Those powerful powder puff executives. N 88.

SMITH, ROBERT W.

How businessmen pitched in to save a city. D 45.

SNADER, MRS. MAXINE Industry's hidden dividends.

Snake oil. Ja 114.

SNELLING AND SNELLING, INC.

Meet the electronic talent scout.

N 75.

SNELLING, ROBERT O.
Seven ways to turn off turnover.
O 58.

SNOWMOBILES
Business: A look ahead. D 82.

Soaking up law at leisure. Jl 13.

SOCIAL ENVIRONMENT

Company builds with a foundation, A.

D 20.

SOCIAL RESEARCH GROUP
When pills are bad medicine. My 17.

SOCIAL RESPONSIBILITIES

Company builds with a foundation, A.
D 20.

SOCIAL SECURITY
One step too many. Mr 96.
Runaway expansion of Social
Security? Mr 60.

SOFT DRINK INDUSTRY

Letting the genie out of the bottle.

Charles W. Adams. Ja 64.

Softening crime's impact. Ja 24.

SOIL EROSION
Business: A look ahead. J1 58.
(Construction)

SOLID WASTE DISPOSAL Business: A look ahead. Ag 74. (Agriculture)

Solving mysteries for female motorists.

Je 14.

Solving your city's problems.
N 16a.

SOPHIA UNIVERSITY - TOKYO, JAPAN Secrets of success: Japan, Inc. N 12.

SOUND OFF RESPONSE

Businessmen sour on college support. S 22.

Campus and the campaigns, The.
O 24.

Counting and the costs. Ap 26.

Matter of life or death, A. N 28.

Never resetting the clock. J1 18.
Open and shut cases. Ag 16.

Softening crime's impact. Ja 24.

Sparks fly over "pot." Mr 24.

Take me to your liter. Je 18. Trusting those under 30. Fe 22. Verdict against life terms. My 22. What's in a name?

SOUND OFF TO THE EDITOR

Is youth today really worse? Ja 23. Limit Supreme Court terms? Ap 25. Should businessmen support colleges? Ag 15. Should marijuana penalties be lightened? Fe 21. Should our major parties change their names? N 27. Should stores sell on Sunday? Jl 17. Should students get time off to campaign? Should the death penalty be abolished? Should there be a business day? D 23. Should we switch to meters and kilograms? My 21. Should we take a five-year census? Mr 23. Year-round daylight saving time? Je 17.

SOVIET UNION

Business: A look ahead. Ap 70. (Foreign Trade)

SPACE PROGRAM

Moon program's business brain trust, The. Evert Clark. My 32.

Spacemen find business can be an adventure, too. Ap 80.

SPAIN, JAYNE

Those powerful powder puff executives. N 83.

SPANISH-AMERICANS

Business: A look ahead. Ap 70. (Manufacturing)

Spare hand who went beyond the dream of Leonardo da Vinci, The. B. C. Huselton. Ja 50.

SPENDING

It's his job. O 108.

Something for nothing? Je 84.

SPAFFORD, JOHN L.

More muscle in business' corner. 0 55.

Sparks fly over "pot." Mr 24.

SPATTA, GEORGE

In quest of quality products and people. Lessons of Leadership. Part LVI. Ja 35.

Speakers - an asset to a bank. My 16.

Speaking up for helping out. Lessons of Leadership. Part LVII. (Walter H. Wheeler) Fe 73.

SPENCER, JR., RONALD S. Higher taxes at the state level?

Spotlight on top career workers for the U.S. Mr 94.

SPERRY RAND CORP. Accentuating the positive. Ap 34.

Spotlight on firms in the ups and downs business. N 101b. (Regional)

Square, or foursquare for his country? D 19.

STANDARD & POOR'S CORP. Profit: a fruit of productivity. Guest Economist. Roger Williams.

STANDARD KNITTING MILLS, INC. Accentuating the positive. Ap 34.

STANDARD OIL CO., THE (OHIO) Accentuating the positive. Ap 34.

Standing taller - among the fallen. Ag 10.

STANFORD COMPUTATION CENTER And now, the Paul Principle. My 14.

STANS, MAURICE

Business: A look ahead. 0 107. Uphill road to black capitalism, The. D 65.

STATE CHAMBERS OF COMMERCE Higher taxes at the state level? D 38.

STATE GOVERNMENT

Statehouses go modern, The. My 24.

STATE GOVERNMENT REORGANIZATION Industry answers a Governor's challenge, N 21

STATE INVESTMENT POOL
Rich flow from a pool, A. Ag 14.

STATE REVENUE

Higher taxes at the state level? D 38.

Statehouses go modern, The. My 24.

STATEMENT OF OWNERSHIP

STEEL INDUSTRY

Spare hand who went beyond the dream of Leonardo da Vince, The. B. C. Huselton. Ja 50.

Woman's place is in the what?

N 17.

STEEL PRODUCTION
Business: A look ahead. N 103.

STEIGER, WILLIAM, REP.

At Issue: A fair approach to job safety.
S 47.

STERLING DRUG, INC.

Profit picture brightens, The.
O 32.

STEVENSON, ADLAI E., III
'70 campaign, The: Battle for Congress.
Ag 18.

STEWART-WARNER CORP.
Accentuating the positive. Ap 34.

STOCK MARKET

Forces behind stock market ups and downs. C. Austin Barker. Je 27.

STOCK OPTION PLAN

Executive pay - a time of dramatic change. N 89.

Stockpile of knowledge, A. Ag 10.

STOCKS AND BONDS

Bull market in stock and bond thefts, The. Mr 28.
How Wall Street toes its own line. Robert W. Haack. S 26.
Investor's silent partner, The.
Irwin Ross. Je 74.
Lost your shirt on Wall Street? S 16.

STOKELY VAN CAMP CO.

Green light for a business speedup.

Worst is over, The. J1 28.

STONE, RICHARD B.
Old tires: a new lure for fish.
O 18.

STOUFFER FOODS CORP.
Accentuating the positive. Ap 34.

STRICKLAND, JACK B.
Industry's hidden dividends.
O 90.

STRIKES

Keeping in touch during a walkout. \$ 18.

STUDEBAKER, DR. JOHN W.
Maurice Robinson of Scholastic
Magazines, Inc. D 56.

STUDENTS

Campus and the campaigns, The. O 24.
How students see you now. Walter Wingo. My 54.
Kids our high schools forget, The.
Je 70.
Should students get time off to campaign?
S 21.
Where parents didn't fail.
D 20.

Students flunk at new ideas. Jl 14.

"SUCCESSFUL INVESTING THROUGH MUTUAL FUNDS" Picking a mutual fund. My 14.

SULLIVAN, DAN
Organized citizens vs. organized crime.

SULLIVAN, REV. LEON H.
Opening doors to opportunity.
Ap 48.
Uphill road to black capitalism, The.
D 61.

SUNBEAM CORP.

N 32.

Lowering the patent barriers. D 80.

SUPERMARKETS
Business: A look ahead. Ap 70.

Supreme Court already has changed, The. Je 66.

SURVEY
Worst is over, The. J128.

Survival hints for harried executives.
Je 10.

SWEETENERS

Business: A look ahead. Mr 86. (Agriculture)

SWIFT & CO.

Savings for you and the Government. Ja 20. Try an ice box on wheels — and change an industry. Edward F. Swift. Ja 108.

Swift, Edward F.

Try an ice box on wheels — and change an industry. Ja 108.

SYBRON CORP.

F. Ritter Shumway of Sybron Corp. Lessons of Leadership. Part LX. My 49.

SYNTHETIC MATERIALS
Business: A look ahead. Mr 86.
(Manufacturing)

SYSTEM DEVELOPMENT CORP.
What it takes to lure him away.
O 16.

SYSTEM FOR AUTOMATIC VALUE EXCHANGE Goodbye credit—hello, SAVE. My 13.

T

TAS

see under TELEPHONE ANSWERING SERVICE ASSOCIATION

Take in a new partner—the consumer. William G. Kaye. Fe 54.

Take me to your liter. Je 18.

Take-over attempt was the turning point,
A. Emerson E. Mead. Ja 106.

Taken to the cleaners by a paper-hanger?
Fe 12.

Tame blue yonder, The. Mr 76.

TANGERINES

Business: A look ahead. Ap 70. (Agriculture)

Tangling with the manpower tangle. Fe 64.

Tapping a lode of talent. My 42.

Tarrant, John J., Feinberg, Dr. Mortimer R. How to make executives behave. Ap 72.

TARRIFS

Rewards from the Kennedy Round. James W. Ford. Ja 46.

TAYLOR, CLARENCE Industry's hidden dividends. O 88.

TAX DEDUCTIONS

Those tax deduction blues. William M.
Ringle. Je 38.

TAX FOUNDATION, INC.
Where's the money coming from?
O 28.

TAX REFORM ACT OF 1969

Business issues the new
Congr is faces. D 27.

Executive pay - a time of
dramatic change. N 89.

Keep an eye on the IRS. J1 39.

Where's the money coming from?
O 27.

TAXES

Higher taxes at the state level?
D 38.
Shot in the arm for our exports.
O 99.
Those tax deduction blues. William M.
Ringle. Je 38.
Where's the money coming from?
O 27.

TAXES AND SPENDING
Business issues the new
Congress faces. D 27.

TAXES - HIGHWAY

Battle over the driver's dollar. Robert T.

Gray. S 38.

Teamwork leads to the right track. N 61.

TELEPHONE ANSWERING SERVICE ASSOCIATION
Answering Services have many callings. S 17.

TELEPHONES AND TELEPHONING
Hello, operator? Give me long
distance! Ap 14.
Making a business out of Mr. Bell's
Invention. Charles E. Wampler. Ja 48.

TELEVISION

TV camera shares history's spotlight. My 18.

TENNESSEE CONGRESSIONAL ELECTION Race in one State, The. Ag 24.

T'ENNESSEE STATE EMPLOYMENT SERVICE Industry's hidden dividends. O 88.

TERRELL, JOSEPH L. S.
Standing taller—among the fallen. Ag 10.
Terrell, Richard L.
"Boss" Kettering's decision: Build
a better diesel. Ja 78.

TEXAS EASTERN TRANSMISSION CORP. Exchange of understanding, An. Mr 20.

TEXAS INSTRUMENTS, INC.

Look at the next five years, A. Donald
R. Burrus. S 73.

TEXAS POWER & LIGHT CO.
Accentuating the positive. Ap 34.

TEXAS' REPUBLIC NATIONAL BANK Profit picture brightens, The. O 34.

TEXTILE INDUSTRY

Threading your way to the top.
Ely R. Callaway. Ja 62.

THAILAND

Like to do business in Thailand? Mr 14.

Thanks, but no thanks. Ag 56.

That Milwaukee slogan stems from
Chicago's fire. Robert A. Uihlein,

Theme of success, A: "Let the buyer have faith." James H. Binns. Ja 53.

THIOKOL CHEMICAL CORP.
Worst is over, The. J1 28.

Jr. Ja 104.

THIS MONTH'S GUEST ECONOMIST
Can we have a bust? Ira T. Ellis.
Mr 84.
Forces behind stock market ups and
downs. C. Austin Barker. Je 27.
Growth versus inflation. George P.
Hitchings. Ap 77.
International bookkeeping really counts.
William F. Butler. Ag 54.

Jolts on the price elevator. Herbert A. Lewis. My 65. Look at the next five years, A. Donald R. Burrus, S 73, Pressures on the dollar. Edwin H. Yeo III. D 81. Profits: a fruit of productivity. Roger Williams. O 101. Protection can be dangerous. Stanley V. Jalcuit. Fe 47. Remodeling management structures. Dr. Courtney C. Brown. N 46. Rewards from the Kennedy Round. James W. Ford. Ja 46. What hangs in balance on budgets? A. G. Matamoros. J1 82.

Those executive fringe benefits. Je ll.

Those expendable jobs. John Costello.

Those management advice fees.
Mr 12.

Those powerful powder puff executives. N 80.

Those tax deduction blues. William M. Ringle. Je 38.

Threading your way to the top. Ely R. Callaway. Ja 62.

3M CO., THE see under MINNESOTA MINING AND MANUFACTURING CO.

THROWER, RANDOLPH W.
Why businessmen serve in Washington. Mr 36.

TI HOME TRANSFER SERVICE CORP.
Making it easier to make a move. Jl 13.

Tide is turning against crime, The. Je 32.

TIEMANN, GOV. NORBERT Industry's hidden dividends. O 76.

Time consuming and costly.
O 15.

To the heights via management in depth. Lessons of Leadership. Part LXIII. (Neil H. McElroy) Ag 59.

TOKHEIM CORP.
Worst is over, The. J1 28.

TOM HUSTON PEANUT CO.
Profit picture brightens, The.
O 32.

TOMATOES

Business: A look ahead. (Agriculture) Fe 63.

TONI, ROYCE

Dynamic growth companies: Proneer Systems, Inc. O 36.

TOUCHE ROSS & CO.

How businessmen pitched in to save a city. D 48.

TOWLE MANUFACTURING CO.
Accentuating the positive. Ap 34.

Track record for M.B.A.'s Ap 16.

TRADE AND PROFESSIONAL
ASSOCIATIONS
More muscle in business' corner.
O 54.

TRADE MISSIONS

Up, up and away. S 14.

TRAINING FILMS

Just the ticket for a training film. My 18.

TRANS UNION CORP.

Organized citizens vs. organized crime. N 32.

TRANSPORTATION INDUSTRY

Business: A look ahead. N 103.
Business: A look ahead.
D 83.
John Volpe's drive to keep America moving. Ap 40.

TRAVEL

John Volpe's drive to keep America moving. Ap 34.

TRAVEL — ABROAD

Paris in the spring—or Rome or

Madrid? Fe ll.

TRENTON TRUST CO.

Those powerful powder

puff executives. N 84.

TRI-COUNTY INDUSTRIAL PARK
Industry's hidden dividends.

0 90.

TRIBUNE, OAKLAND, CALIF.

Business fights pollution—and the nation profits. Fe 29.

TRIO - TECH, INC.
What's in a name?
D 24.

TRIP PLANNING

Before casting off, chart your course. N 16a.

TROWBRIDGE, ALEXANDER

More muscle in business' corner. O 54.

TRUCKING INDUSTRY

Shooting for the big time - and making it. James A. Ryder. Ja 102.

TRUDEAU, PRIME MINISTER PIERRE ELLIOTT

Canada's businessmen shoulder the load. N 69.

Trusting those under 30. Fe 22.

Truth doesn't really hurt, The.
Arthur H. Motley. Ap 79.

TRUTH IN LENDING ACT
Business: A look ahead. D 82.

TRUTH IN LENDING LAW

How that credit law works. Jl 11.

Try an ice box on wheels — and change an industry. Edward F. Swift. Ja 108.

TULSA TRIBUNE

Green light for a business speedup. Ja 27.

TURNOVER

Losing lots of employees? D 16. Seven ways to turn off turnover. O 58.

TV camera shares history's spotlight.
My 18.

20 years from now. Ag 10.

U

Uihlein, Jr., Robert A.

That Milwaukee slogan stems from
Chicago's fire. Ja 104.

ULLMAN, REP. AL
Environment dilemma, The.
N 55.

Uncle Sam's finest, S 34.

UNCRITICAL INFERENCE TEST

Looking before your leap. Ja 15.

UNEMPLOYMENT

Guidance for those who guide.
Mr 20.
Opening doors to opportunity. Ap 48.
Tangling with the manpower tangle.
Fe 64.

UNION BANKERS INSURANCE CO.
Those powerful powder
puff executives. N 88.

UNION CARBIDE CORP.

Better insight into employees' attitudes, A. Lessons of Leadership. Part LXIV. (Birny Mason) S 61.
Business fights pollution—and the nation profits. Fe 29.
Green light for a business speedup.
Ja 27.
Union Carbide's "Marshall Plan."
Je 14.

Union Carbide's "Marshall Plan." Je 14.

UNIONS

Bitter fruit in the vineyards. Douglas Hallett. Fe 80.

UNITED AIRCRAFT CORP.'S

PRATT & WHITNEY DIVISION

Dynamic growth companies: Pioneer
Systems, Inc. O 38.

UNITED FARM WORKERS
Bitter fruit in the vineyards.
Douglas Hallett. Fe 80.

UNITED FRUIT CO.

Profit picture brightens, The.

O 32.

UNITED STATES LINES, INC.
Accentuating the positive. Ap 34.

UNITED STATES OF AMERICA
What's right with America. H. Ross
Perot. Jl 20.

UNITED STATES TRADEMARK ASSOCIATION THE Whatever became of Ag 12.

UNITED STATES TRAVEL SERVICE Hey, world! Look us over! Ag 42.

U. S. AGRICULTURE DEPARTMENT

Business: A look ahead, Ja 110.
---- Mr 86.
---- Ap 70.
---- Je 82.
---- J1 58.
---- S 86.
---- O 107.
---- D 82.

U. S. ATTORNEY GENERAL (John N. Mitche Tide is turning against crime, The. Je 32.

U.S. BUREAU OF SOLID WASTE
MANAGEMENT
Old tires: a new lure for fish.
O 18.

U.S. BUREAU OF SPORT FISHERIES AND WILDLIFE Old tires: a new lure for fish. O 18.

U. S. CENSUS BUREAU

Census data: Tailored to suit you. Ag 52

Spotlight on firms in the ups and
downs business. N 101b. (Regional)

U. S. CIVIL SERVICE LEAGUE Spotlight on top career workers for the U. S. Mr 94.

U.S. COAST GUARD

Before casting off, chart your course.

N 16a.

U.S. COMMERCE DEPARTMENT

Efforts to change the weather involve more than small potatoes. S 80.

Helping them get a "piece of the action." Rocco C. Siciliano. Mr. 56.

Like to do business in Thailand?

Mr 14.

More muscle in business' corner.

O 55.

Science takes a problem's measure.

Mr. 75.

Should we switch to meters and kilograms? My 21.

U.S. COMMISSION ON GOVERNMENT PROCUREMENT Business: A look ahead, D 83.

U.S. CONGRESS

Advice to a new Congressman.
D 32.
Business issues the new
Congress faces. D 26.
It's his job. O 108.
'70 campaign, The: Battle for Congress.
Ag 18.
What Congress is doing about crime.

U.S. CONGRESSMAN

Memo from the Editor. D 7.

Ja 42.

U. S. CONGRESSMEN
Your right to write. Ap 84.

U.S. DEFENSE DEPARTMENT
Business: A look ahead. Ja 111.
---- D 83.
"Peace dividend" from the Pentagon.
O 40.

- U. S. DEPARTMENT OF HOUSING AND URBAN DEVELOPMENT Business: A look ahead. Ag 74. (Construction) Revolution in housing. My 88.
- U. S. ECONOMIC GROWTH
 Growth versus inflation. George
 P. Hitchings. Ap 77.
- U. S. ECONOMIC POLICY
 Look at the next five years, A. Donald R.
 Burrus, S 73.
 New tool for cutting Government
 costs. Rep. Chet Holifield. Fe 58.
- U. S. ECONOMY Forces behind stock market ups and downs. C. Austin Barker. Je 27.
- U. S. executives vs. Asians and Europeans. My 14.
- U. S. FEDERAL BUREAU OF INVESTIGATION

Bull market in stock and bond thefts, The. Mr 28.

- U.S. FEDERAL TRADE COMMISSION
 Business: A look ahead. D 82.
 Snake oil. Ja 114.
 Where the FTC's new Chairman stands. Ap 28.
- U. S. FISCAL POLICY
 What hangs in balance on budgets. A.
 G. Matamoros. J1 82.
- U.S. GENERAL ACCOUNTING OFFICE Business: A look ahead. D 83.
- U. S. GOVERNMENT Statehouses go modern, The. My 24.
- U. S. GOVERNMENT FISCAL POLICY Is the Government year outdated? Ap 55.
- U. S. GOVERNMENT MANAGEMENT How the White House got its management tools. Ag 44.
- U. S. GOVERNMENT PERSONNEL Business and government will swap executives. Mr 44. Why businessmen serve in Washington. Mr 36.
- U.S. HEALTH, EDUCATION AND WELFARE DEPARTMENT Of men and angels. N 104.

- U. S. HOUSE OF REPRESENTATIVES
 '70 campaign, The: Battle for Congress.
 Ag 18.
- U. S. INDUSTRIES, INC.
 How do you rate as a manager. Ag 10.
- U. S. INTERIOR DEPARTMENT Environment dilemma, The. N 55. Old tires: a new lure for fish. O 18.
- U. S. INTERNAL REVENUE SERVICE Keep an eye on the IRS. J1 39. Seeing ourselves as others see us. My 16.
- U. S. INTERSTATE COMMERCE COMMISSION Business: A look ahead. Jl 58. (Transportation)
- U. S. LABOR DEPARTMENT
 Business: A look ahead. (Construction) Ja 110.
 Changes ahead in Washington's labor policies?
 S 69.
- U. S. MARITIME ADMINISTRATION Dramatic change in course for shipping, A. My 77.
- U. S. MARITIME COMMISSION
 Business: A look ahead. Ap 70.
 (Foreign Trade)
- U. S. MONETARY POLICY New gold crisis? Charles A. Cerami. My 38.
- U.S. NATIONAL BUREAU OF STANDARDS Business: A look ahead. O 107.
- U.S. OFFICE OF MINORITY BUSINESS ENTERPRISE Uphill road to black capitalism, The. D 65.
- U.S. PATENT OFFICE
 Lowering the patent barriers.
 D 80.
- U. S. PENTAGON
 Pointers on doing business with the
 Pentagon. Fe 60.
- U.S. REPRESENTATIVE
 Advice to a new Congressman.
 D 32.
- U.S. SECURITIES AND EXCHANGE COMMISSION Does your firm face a liquidity crisis? D 59.

U. S. SECURITIES AND EXCHANGE COMMISSION

Investor's silent partner, The. Irwin Ross. Je 74.

U.S. SENATOR

Memo from the Editor.
D 7.
'70 campaign, The: Battle for Congress.
Ag 18.

U.S. SOCIAL SECURITY ADMINISTRATION

Runaway expansion of Social Security? Mr 60.

U.S. SMALL BUSINESS ADMINISTRATION Every cloud has a silver lining. O 16.

UNITED STATES STEEL CORP.
Business: A look ahead. N 103.

U. S. SUPREME COURT

Limit Supreme Court terms? Ap 25. Supreme Court already has changed, The. Je 66. Verdict against life terms. My 22.

U. S. TAX COURT

Those tax deduction blues. William M. Ringle. Je 38.

U. S. TRANSPORTATION DEPARTMENT

Battle over the driver's dollar. Robert T. Gray. S 38. John Volpe's drive to keep America moving. Ap 40.

U.S. TREASURY DEPARTMENT

Insulate with a cool \$50 million?
D 41.
Where's the money coming from?
O 27.

U. S. TRUCK CO.

Business fights pollution—and the nation profits. Fe 29.

UNITED VIRGINIA BANK/STATE PLANTERS

Profit picture brightens, The. O 34.

UNIVERSITY OF UTAH COLLEGE OF BUSINESS Sensitivity training irritates dean. S 12.

Up, up and away. S 14.

Uphill road to black capitalism, The.
D 60.

Upper bracket job forecast: Sunny. Ja 15.

UPTON, JR., E.C.

Organized citizens vs. organized crime. N 34.

URBAN POPULATION GROWTH

Business: A look ahead. Ap 70. (Natural Resources)

URBAN RENEWAL

Business: A look ahead. (Construction) Fe 62.

URBAN TRANSPORTATION

Business: A look ahead. N 103.

Uris, Auren

Do you need a new right hand? J1 72.

V

VTR

see under VIDEOTAPE RECORDING

VALLIANT FERTILIZER CO.

Business fights pollution—and the nation profits. Fe 29.

VALUE ADDED TAX

Where's the money coming from? O 28.

VALUE OF A BUSINESS

How to buy or sell a business. N 16a.

VALUE OF DOLLAR

Will the dollar be devalued via the back door? N 98.

VANCE, ALFRED

Industry's hidden dividends.

O 85.

VANDERLIP, LORAN C.

Higher taxes at the state level? D 39.

VENDO CO.

Profit picture brightens, The. O 30.

VENEMAN, JOHN UNDER SECRETARY OF U.S. HEALTH, EDUCATION & WELFARE

Of men and angels. N 104.

VENTURE ADVISERS, INC.
Uphill road to black capitalism, The.
D 65.

VERAN DE JOUX, JEAN

Dynamic growth companies: Pioneer
Systems, Inc. O 37.

Verdict against life terms. My 22.

VIDEOTAPE RECORDING

Just the ticket for a training film.

My 18.

Seeing ourselves as others see us.

My 16.

VIOLENCE IN BUSINESS

How business can guard against violence.
Ag 69.

Virginia Knauer: What she tells the President about consumers. Robert T. Gray. J1 34.

VOCATIONAL TRAINING
Kids our high schools forget, The.
Je 70.

Voice that pierces the Iron Curtain, A. Ag 70.

VOLPE, JOHN
John Volpe's drive to keep America
moving. Ap 40.

Memo from the editor.
O 7.
You don't have to be at the polls to vote. O 50.

W

VIN see under WORK INCENTIVE PLAN

WAGES
Canada's businessmen shoulder
the load. N 68.

WALGREEN CO.

Profit picture brightens, The.

O 34.

WALKER, DR. ERIC A.
Where parents didn't fail.
D 20.

WALL STREET

How Wall Street toes its own line. Robert W.

Haack. S 26,

Lost your shirt on Wall Street? S 16.

Wampler, Charles E.

Making a business out of Mr. Bell's invention. Ja 48.

WARIS, KLAUS, DR.
Finland's formula for deflating inflation.
Ag 36.

Warning: "Safety" hazard. Je 20.

WASHINGTON POST CO.

Those powerful powder
puff executives. N 87.

WASHINGTON POST NEWSPAPER
Those powerful powder puff
executives. N 87.

WASHINGTON REPRESENTATIVE Corporate Ambassadors to Washington. Robert W. Miller and Jimmy D. Johnson J1 44.

WASTE
Meet Harry the hoarder. Je 11.

WATER
Business: A look ahead. S 86.
(Natural Resources)

WATER POLLUTION
Business: A look ahead. D 83.
Thanks, but no thanks. Ag 56.

WATER POLLUTION CONTROL FEDERATION Business: A look ahead. D 83.

WATER POWER
Defusing the environment issue. S 72A.

WATER QUALITY CONTROL ACT of 1965 Thanks, but no thanks. Ag 56. WATERMAN - BIC PEN CORP.
On the ball with the ball - point.
D 72.

WATERMAN PEN CO.
On the ball with the ball point.
D 72.

WEATHER

Efforts to change the weather involve more than small potatoes. S 80.

WEEKENDS

It's time to plan for those stretched weekends. S 81.

WEICKER, LOWELL, REPRESENTATIVE '70 campaign, The: Battle for Congress Ag 18.

WEINBERGER, CASPAR W. Where the FTC's new Chairman stands. Ap 28.

Weinland, Dr. James D.

Program yourself like a computer.
My 31.

WELCH, ROBERT G.
Woman's place is in the what?
N 17.

WELFARE

Bad medicine. Fe 88.
Business issues the new
Congress faces. D 28.
Great welfare debate, The. Ap 56.
Higher taxes at the state level?
D 38.
Something for nothing? Je 84.

WELLINGTON MANAGEMENT CO.
Profit picture brightens, The.
O 30.

WELLS FARGO BANK
Green light for a business speedup.
Ja 27.

WELLS, RICH, GREENE, INC. Those powerful powder puff executives. N 81.

Welsh, Frederic S.
"You press the button and we do
the rest." Ja 70.

WESTERN AUTO SUPPLY CO.
Accentuating the positive. Ap 34.

WESTERN PACIFIC RAILROAD CO., THE Green light for a business speedup. Ja 27.
Profit pictu e brightens, The.
O 32.
Worst is over, The. J1 28.

WESTERN UNION TELEGRAPH CO.
Profit picture brightens, The.
O 34.
Worst is over, The. J1 28.

WESTERN WOOD PRODUCTS ASSOCIATION Business: A look ahead. D 83.

WESTVACO CORP.

Company thrives on a bureaucratic by-product.

O 18.

WEYERHAEUSER CO.

Company thrives on a
bureaucratic by-product.

O 18.

What an engineer will cost you. Ja 16. What Congress is doing about crime.

What foremen want in their Yule socks. D 14.

What is your company really worth?
D 77.

What it takes to lure him away.
O 15.

What sales calls cost. John Costello. My 12.

What they buy - and why. Ap 12.

What you should know. Fe 41.

Whatever became of Ag 12.

What's in a name? D 24.

What's right with America. H. Ross Perot. J1 20.

What's your firm really worth?
O 14.

What's your non-money income? My 40.

WHEAT AND GRAIN
Business: A look ahead, S 86,
(Agriculture)

- Wheeler, Walter H.

 Speaking up for helping out. Lessons
 of Leadership. Part LVII. Fe 73.
- When businessmen sparked a revolution. Sterling G. Slappey. Jl 52.
- When it's time to pay the piper. D 14.
- When pills are bad medicine. My 17.
- When the paddy wagon pulls up to the door. Fe 13.
- When you put up a For Sale sign. S 12.
- When your firm is making a move. N 16.
- Where parents didn't fail. D 20.
- "WHERE THE ACTION IS"
 Solving your city's problems.
 N 16a.
- Where the FTC's new Chairman stands.

 Ap 28.
- Where's the money coming from?
 O 27.
- WHIRLPOOL CORP.
 Whirlpool tunes in the consumer.
- Whirlpool tunes in the consumer. Ja 20.
- WHITE COLLAR WORKERS
 Hard going for unions, Mr 12.
- White collar workers: What they're paid now. Ag 40.
- Who's really running the show? Mr 16.
- Why businessmen serve in Washington. Mr 36.
- Why executives flame out. Je 50.
- WHYTE, WILLIAM G.
 Corporate Ambassadors to Washington.
 Robert W. Miller and Jimmy D. Johnson.
- WIEDENMAYER, GUSTAVE E.

 How businessmen pitched in to
 save a city. D 45.

- WIESELTHIER, C. ROBERT

 How businessmen pitched in to
 save a city. D 47.
- Will the dollar be devalued via the back door? N 98.
- WILLIAMS, HARRISON A., JR., SENATOR '70 campaign, The: Battle for Congress. Ag 18.
- WILLIAMS RESEARCH CORP.
 Business: A look ahead. D 82.
- WILLIAMS, ROGER
 Profits: a fruit of productivity.
 Guest Economist. O 101.
- Willingness to innovate, A. Charles W. V. Meares. Ja 94.
- WILMINGTON TRUST CO.

 Profit picture brightens, The.

 O 31.
- WILSON, GEORGE A.
 Square, or foursquare for
 his country? D 19.
- WILSON, KENDRICK R.

 Making corporate marriages work.

 Lerons of Leadership. Part LIX.

 Ap 32.
- WILSON, ROBERT C.

 New company president: ten steps
 to failure, The. D 66.
- WILSON, WILLARD M.

 Memo from the Editor.

 O 7.
- WINE INSTITUTE
 It's not wine's tint it's
 the taste. D 16.
- Wingo, Walter
 How students see you now. My 54.
 How to win at the bargaining
 table. Fe 38.
- WISCONSIN Wisconsin's corporate big brother program.
- WISCONSIN STATE CHAMBER OF COMMERCE Higher taxes at the state level? D 38.
- Wisconsin's corporate big brother program. S 12.

Wise way, The. Ag 76.

WISKEY

Bourbon branches out across the water. S 66.

WOLD, JOHN, REPRESENTATIVE
'70 campaign, The: Battle for Congress.
Ag 18.

Woman's place is in the what? N 17.

WOMEN EXECUTIVES
Those powerful powder
puff executives. N 80.

WOOD, LAURENCE I.
Corporate Ambassadors to Washington.
Robert W. Miller and Jimmy D. Johnson.
Jl 44.

WOOD CONSTRUCTION
Business: A look ahead. D 83.

WOOD PRODUCTS
Business: A look ahead. My 77.
(Natural Resources)

WOODCOCK, LEONARD
Of men and angels. N 104.

WOODS HOLE OCEANOGRAPHIC INSTITUTION Business: A look ahead. D 83.

WOOLWORTH, F. W., CO.
Green light for a business speedup.
Ja 27.
Woolworth helps give downtown its
ups. Fe 16.

WORK INCENTIVE PLAN
Great welfare debate, The. Ap 56.

"Work the pants off him."
O 15.

WORK WEAR CORP.

Profit picture brightens, The.

O 30.

Working Jet Set, The. S 50.

WORLD TRADE CENTER
Aiding trade in a big way. Fe 60D.

Worst is over, The. Jl 28.

WRENN, MARY
Those powerful powder
puff executives. N 82.

WRIGHT CHEVROLET - BUICK, INC. What's in a name? D 24.

WRIGHT, MARSHALL W.
What's in a name?
D 24.

WURF, JERRY

Men in line to succeed Meany, The.

My 68.

Y

Year-round daylight saving time? Je 17.

YOCUM, MELVIN C.

Uphill road to black capitalism, The.
D 62.

You can stall car and truck thieves. Jl (Regiona

You don't have to be at the polls to vote.
O 50.

"You press the button and we do the rest." Frederic S. Welsh. Ja 70.

YOUNG, DR. JOHN H.

Canada's businessmen shoulder
the load. N 69.

Your business is her business. Auren Uris. My 72.

Your right to write. Ap 84.

YOUTH

Du Pont formula: Hear out the young. Mr 19.
Generating goodwill toward the young. Ag 13.
Guidance for those who guide.
Mr 20.
Is youth today really worse? Ja 23.
Kids our high schools forget, The.
Je 70.
Parking lot can mean a lot to kids, A. Ap 20.
Trusting those under 30. Fe 22.
What they buy—and why. Ap 12.

"Youth Drop - Ins"
Athletes score with youngsters. N 22

YOUTHPOWER

Generating goodwill toward the young. Ag 13.

